

LIFE



SEASON FOR SWEATERS

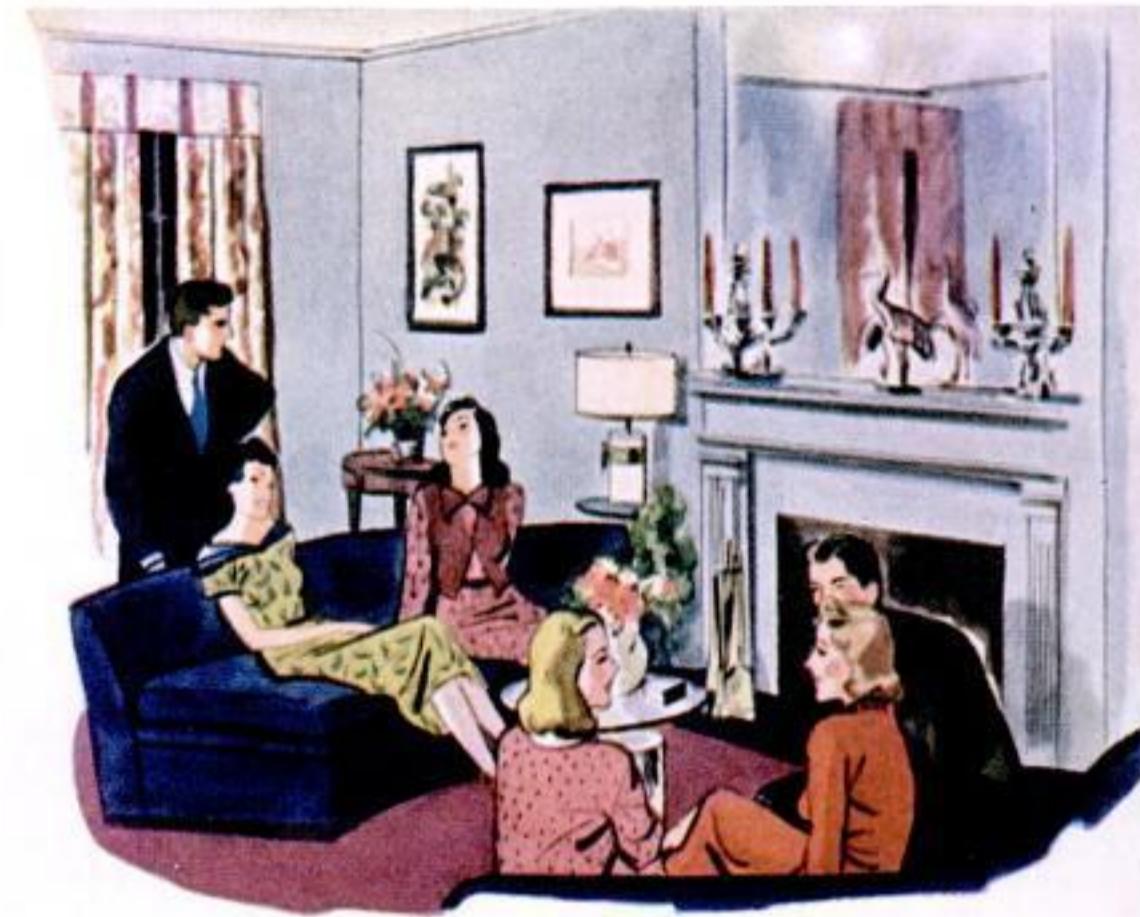
OCTOBER 21, 1940 10 CENTS
YEARLY SUBSCRIPTION \$4.50

HOOVER

REG. U. S. PAT. OFF.

Cleaning

is the difference between "party-clean" and "partly-clean"



ONE OF THE ADVANTAGES of having a Hoover Cleaner is that it makes a house look any day the way you like a house to look when company's coming.

The "Hoover-clean look" is one of bright, fresh, cheery color—of carpet smoothly groomed—of draperies clean to the deepest fold. No dog hairs on the rug—no streaks of dust in the fine pleats of the lamp shade.

Families appreciate it. Friends envy it. Nearly 6,000,000 homes have enjoyed it. And the beauty of the Hoover way of getting things "party clean" is—it's easier on you.

The Hoover removes more dirt in far less time than usual because it employs a different method. Since 85% or more of house dirt is in rugs—and since most rug dirt is grit at the base—Hoover's exclusive, patented process (Air-Cushioned Vibration) cleans from the bottom up. It lifts the rug—shakes it on air—dislodges the grit from the opened-up pile—flutters it to the top. This bottom-of-the-rug cleaning keeps colors fresh—prevents grit wear.

Your Hoover dealer will be glad to send his representative to show you how Hoover Color-Cleaning beautifies a rug and chair, and leave the Hoover for your personal trial. Phone him. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ont.

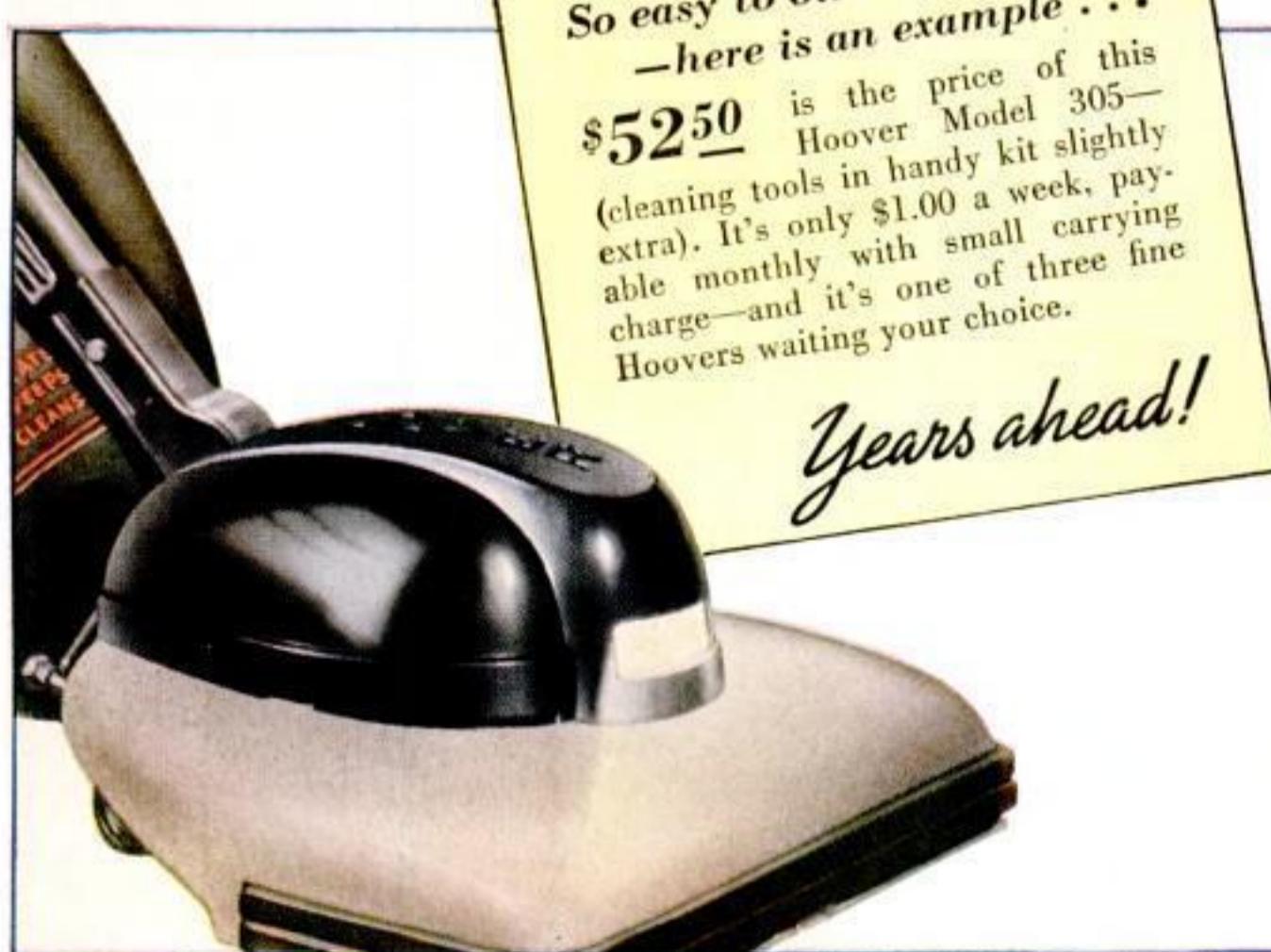


PHOTO BY CONSTANCE BANNISTER

"Party-Clean" AS HOOVER DOES IT



Wide floor brush (from handy kit of cleaning tools) gets dust from fireplace



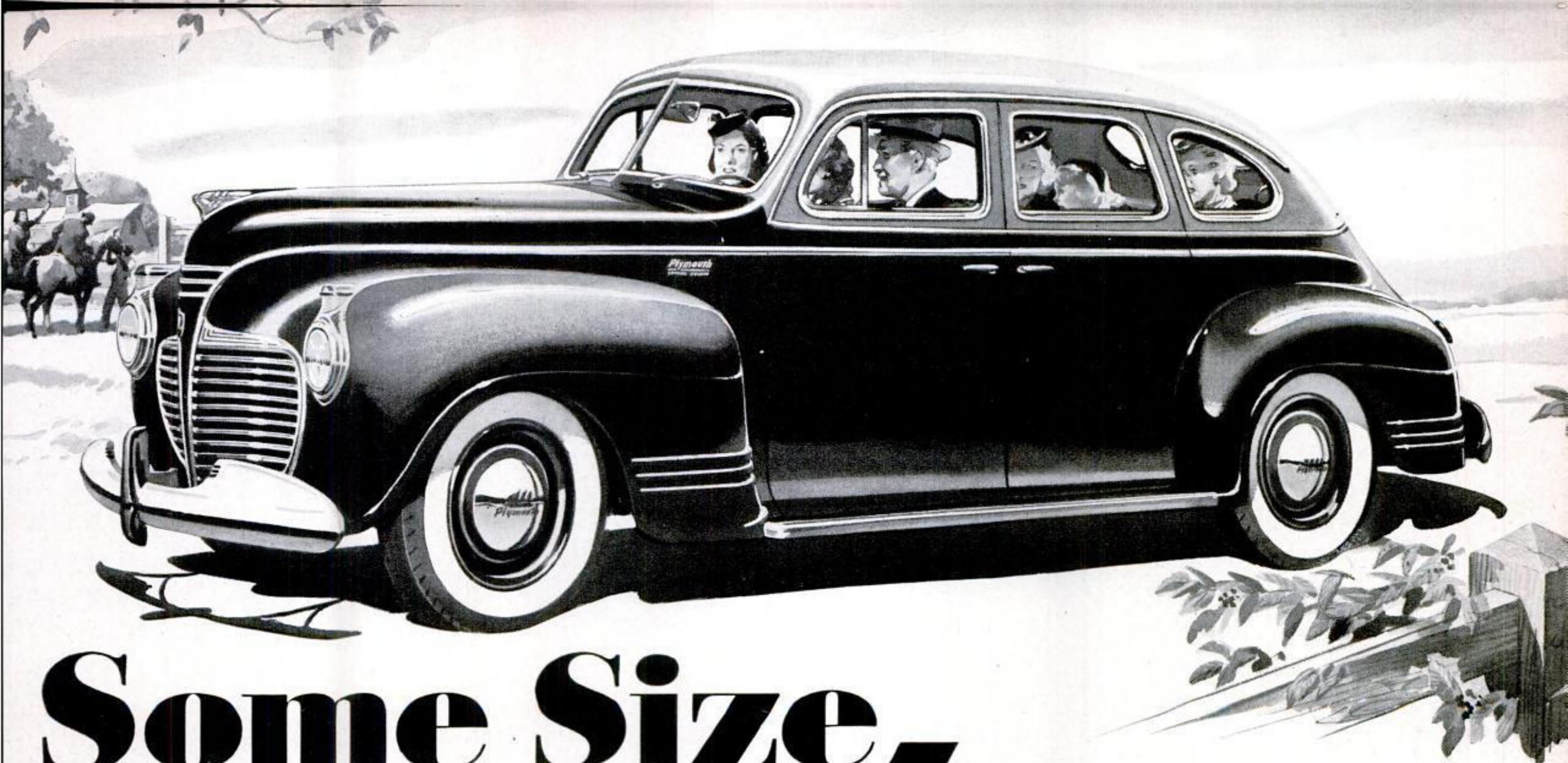
Upholstery brush on light extension tube reaches top of draperies



Glass sparkles clean after the soft Hoover brush has dusted it



With this flat tool you get dirt between the big cushions of the sofa



Some Size— Some Class— Some Car!



FASHION-TONE INTERIOR—An exquisite harmony of color, fabric, appointments—luxury and charm you'll be proud of anywhere. Unlike anything you've ever seen in a low-priced car! Special De Luxe models have 2-Tone upholstery.

Plymouth for 1941—New High-Torque Performance, New Fashion-Tone Interior, New Powermatic Shifting—19 Great Advancements!

THIS YEAR, go on the luxury standard...step out in a stunning new Plymouth! With all this new beauty and luxury—with its 117-inch wheelbase—it's a pleasure to remind yourself that it's a *low-priced car*!

You ride literally *surrounded* by luxury in the new Plymouth—in a new *Fashion-Tone Interior*. Color, fabric, appointments, and instruments—

all blended with impeccable taste and charm.

You'll get a wonderful feeling of great power under perfect control. Increased horsepower, increased torque, new transmission and new axle ratio give you thrilling new mastery of hills and distance and traffic!

This Plymouth is a *new high in value!* You get a new Oil Bath Air Cleaner and new-design Engine Bearings for longer, quieter engine life...new Safety Rims on wheels to prevent "throwing" of the tire in case of blowout. Coil springs, big 6-inch tires, metal spring covers are standard on even the lowest-priced models.

Stop in at your nearby Plymouth dealer's today and drive this quick-stepping new beauty! You'll agree, Plymouth's the "One" for '41!

PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

TUNE IN MAJOR BOWES, C. B. S., THURS., 9-10 P. M., E. S. T.

SEE THE NEW 1941 PLYMOUTH COMMERCIAL CARS.

TRY THE POWERMATIC WAY TO DRIVE!

You'll find driving effort has been vastly reduced. And with Plymouth's new transmission, there is actual elimination of certain shifting motions in normal driving.



**POTATOES FOR 8
WHIPPED CREAMY SMOOTH
IN 2 MINUTES! ***



Three Beaters Are Better Than Two!

YOU can serve fluffy, snow-white mounds of potatoes you're *proud* of—without all the arm-aching bother of beating them by hand. For the new G-E Triple-Whip Mixer whips potatoes to perfect smoothness in 2 minutes—does a dozen other mixing and blending jobs in almost no time at all.

Equipped with *three* powerful beaters instead of two, this efficient servant offers you a wide range of speeds. And because it's a full pound lighter, it's easy to use right at the stove, too.

See this attractive new General Electric Triple-Whip Mixer at your dealer's today. Complete with two heat-resistant bowls and juice \$22⁷⁵ extractor for only . . .

*Timed by Good Housekeeping Institute



New!

G-E SPEED-IRON

• You can do your ironing in record time with a new General Electric Speed-Iron. It's the lightest full-size iron made—weighs only *three* pounds.

**AMERICA'S
FAVORITE IRON**
With The Light
That Says When

The Modern
\$895



• Making delicious, tempting coffee is easy as one-two-three with a G-E Coffee Maker! One—press the button. Two—forget it! This completely automatic servant brews the coffee—turns itself off. Three—serve when you are ready—for the G-E Coffee Maker keeps coffee at proper temperature as long as desired. Only \$12⁹⁵

GENERAL ELECTRIC

**LETTERS TO
THE EDITORS**

Propaganda?

Sirs:

May I congratulate you on your ability to fling veiled sarcasm where your personal likes and opinions stop—especially upon the Democrats.

T. O. DAVIS

Waynesboro, Miss.

Sirs:

When I renewed my subscription to LIFE I was under the impression that LIFE would continue to present fairly and impartially all the news of the day. I most certainly did NOT expect that my subscription fee would become a donation to the Republican campaign fund!

JOHN J. McCARTHY

Fairfield, Conn.

Sirs:

I am completely burned up with the New Deal propaganda contained in your Sept. 30 issue.

HELEN DEAN

Columbus, Ohio

Sirs:

That is certainly a darn cheap trick to place a cover picture of Wendell Willkie on your magazine in order to make sales, and almost the first thing one turns to is a picture of Roosevelt and two stories about him. Sometimes I pick up the Bible for no other reason than that I have not as yet found the Roosevelt name in it. God, but I am sick of them.

JOSEPH WILKINS

Los Angeles, Calif.

Sirs:

Re LIFE's handling of Presidential campaign since its beginnings, is LIFE for Willkie or Roosevelt? I sense Willkie leanings and must know accurately to judge impartiality of reporting.

JOHN J. ALLEN

Bridgeville, Pa.

• LIFE endeavors to present both sides fairly. It is true that Mr. Willkie's campaign has received more space in the magazine than Mr. Roosevelt's campaign. The reason is that Willkie is campaigning in the usual way and Roosevelt is not.

The President's campaign strategy is to stay at his job and give full time to the great issue of War and Defense on which he expects to win a third term. To these issues, which constitute the real Roosevelt campaign, LIFE gives far more space than it gives to the Willkie campaign.

As one of the great world figures in a time of terrific world turmoil, President Roosevelt commands constant attention by his words and acts. There is no danger that the Case for Roosevelt will not be brought home to every voter. But there is grave danger that the Case for Willkie may be overlooked and drowned out. A responsible press has the duty not merely to see that each candidate's face appears with equal frequency but to present the real case for each candidate.—ED.

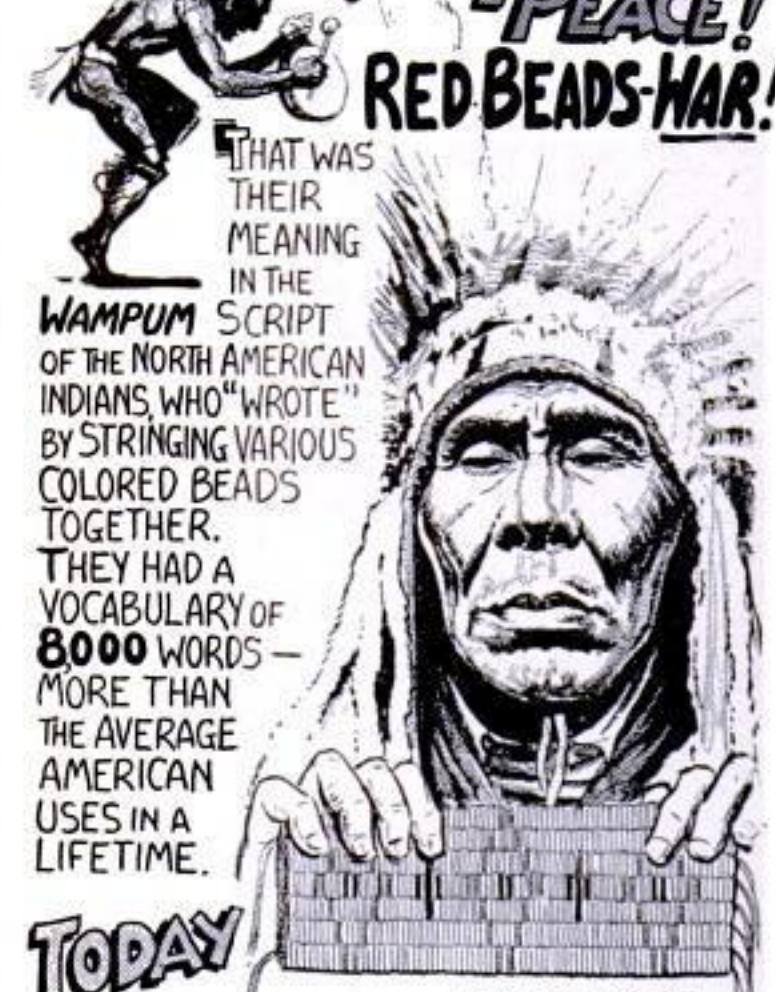
Nose-thumbing

Sirs:

In LIFE, Oct. 7, on page 34, a man is shown thumbing his nose at a Roosevelt placard. Many people believe that the man making the gesture is Wendell Willkie. The nose-thumper of course is not Mr. Willkie.

FRANKLYN WALTMAN,
Publicity Director
Republican National Committee
Washington, D.C.

Believe It or Not!



*Reg. U. S. Pat. Off.

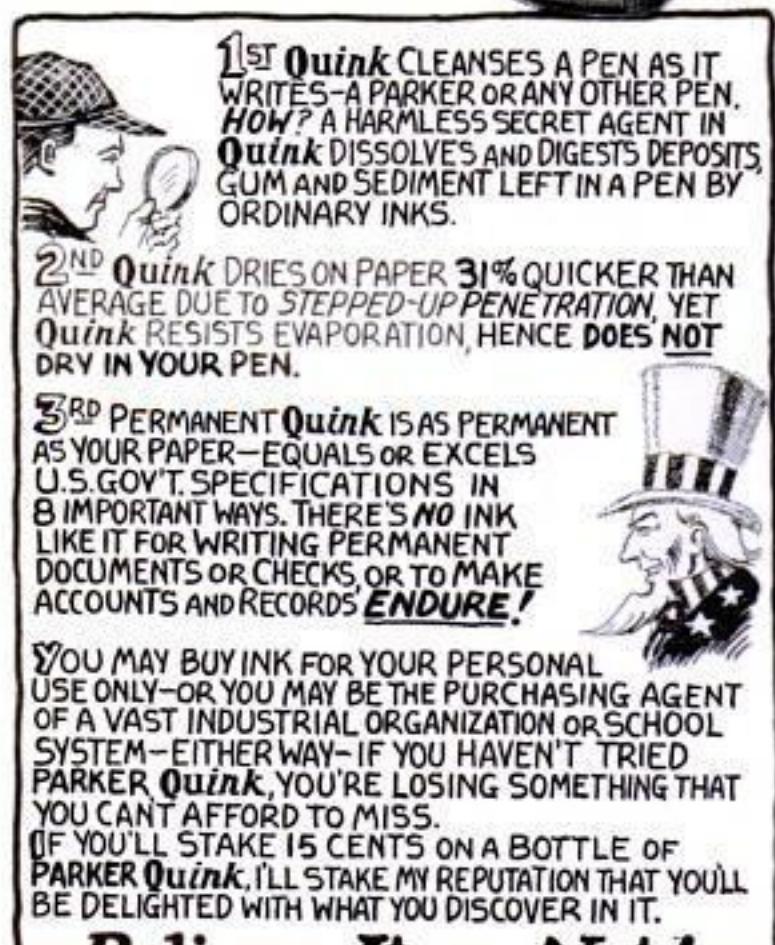
MILLIONS OF AMERICANS WRITE WITH

Parker Quink



-A MIRACLE INK THAT DOES WHAT NO OTHER WRITING FLUID CAN DO.

15¢
and
25¢



Believe It or Not!
Robert L. Ripley

Besides PERmanent Quink, Parker also makes WASHable Quink, for home and school—it washes out without a trace if spilled on hands, clothes or rugs. Both kinds RICH-BODIED and BRILLIANT, never watery and never gummy.

Quink was created by The Parker Pen Co., Janesville, Wis. to guard the world-famous Parker Pens from ordinary acid inks that clog the feed, gum the point, and corrode the works. Quink makes a pen work like a charm—a Parker or any other pen. Accept no substitute if you want the results Mr. Ripley describes.

(continued on p. 4)

IN BUSINESS AND SOCIALLY...

Well-groomed Hair gives you the Advantage!



USE
VITALIS
AND THE
"60-Second Workout"



1 50 Seconds to Rub with Vitalis—Circulation speeds up—flow of natural oils is increased—helping hair and scalp to better health.



2 10 Seconds to Comb and Brush—Hair looks neat, well-groomed—with a rich, handsome lustre but no objectionable "patent-leather" look.

Why more men use Vitalis than any other hair preparation of its kind!

THOUSANDS of men everywhere know that business success . . . social popularity . . . begin so often with well-groomed hair! Neat, good-looking hair serves instant notice of your ambition and self-respect. Yes—and it's surprisingly easy to have—when you use Vitalis and the "60-Second Workout".

Simply massage Vitalis briskly on your scalp. Feel the pleasant tingle as circulation is aroused. Your scalp becomes flexible—freer. Then the pure vegetable oils of Vitalis supplement the natural scalp oil, overcoming dryness.

Helps Prevent Excessive Falling Hair

And in addition Vitalis routs loose dandruff and helps prevent excessive falling hair. When you comb your hair, it stays neatly in place. There's a becoming lustre . . . but no "patent-leather" look. Follow the lead of thousands of successful men everywhere. Get a bottle of Vitalis today—at any drug store—and start the famous Vitalis "60-Second Workouts" at once!



NEW, HANDIER BOTTLE

You'll like the new, improved Vitalis bottle. The same generous quantity of genuine Vitalis. Handier to grip and use. Fits more easily into the average medicine cabinet.

VITALIS AND THE "60-SECOND WORKOUT" HELPS KEEP HAIR HEALTHY AND HANDSOME



TRICERATOPS, THE DINOSAUR WITH PARROT-LIKE BEAK,

lived 60 million years ago while Nature was mellowing and filtering the crude oils used today in refining Sinclair lubricants. These oldest crudes make such fine lubricant that...

.. SINCLAIR PRODUCTS ARE USED BY CONTRACTORS

in building many famous projects—for example, the Pennsylvania Super-Highway, Austin Dam and Seminoe Dam. See your nearby Sinclair Dealer. He has these high quality Sinclair lubricants for your car. Ask for Opaline or Sinclair Pennsylvania Motor Oil. They last so long they save you money.



LETTERS TO THE EDITORS

(continued)

• LIFE is relieved to inform its readers that the nose-thumper was not Mr. Willkie.—ED.

Campaign Gadgets

Sirs:

You are dead wrong in the statement that Willkie gadgets outsell Roosevelt gadgets ten to one. I work in a dime store where we handle innumerable campaign paraphernalia and it is now Roosevelt three to two in this "average American city."

H. B. CUNNINGHAM

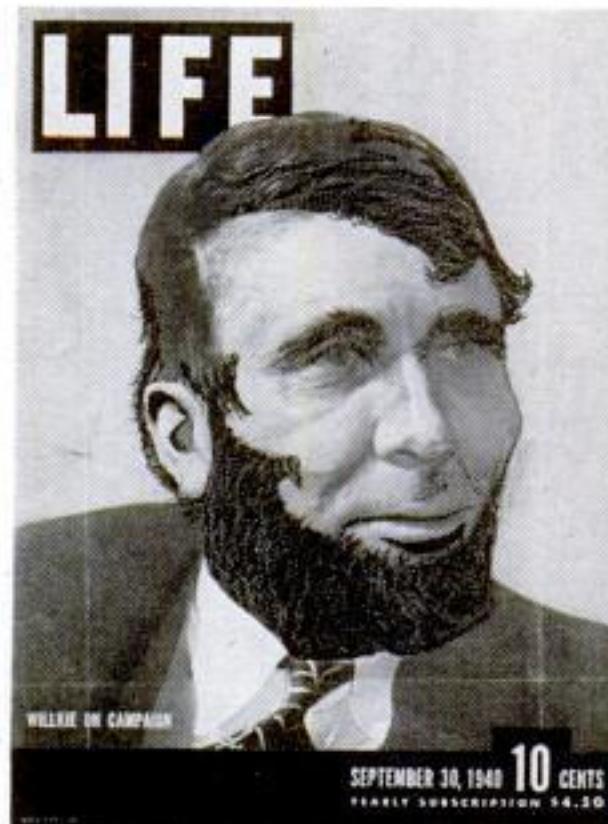
Muncie, Ind.

Sirs:

A few whiskers make your front cover of Sept. 30 look like this (see below).

R. O. YOHO

Mount Vernon, Ind.



Sirs:

Willkie believes in so much of what Roosevelt has done, I think it would have been a good idea if your front cover had looked like this (see below).

FRANCIS MATHEWS

Stratford, Conn.



Port of Halifax

Sirs:

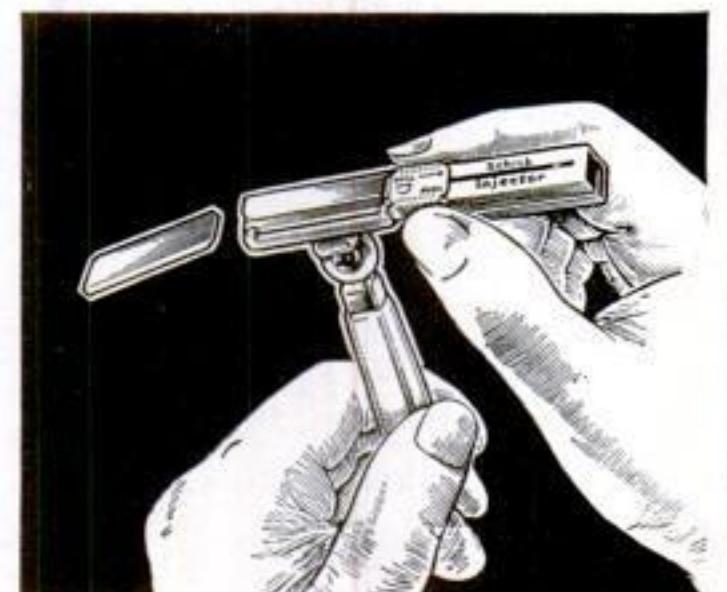
In the Halifax *Herald* under date of Sept. 10 is an editorial commenting on your picture in the Sept. 9 issue of the port of Halifax. The sentiments expressed are readily concurred in by us all in this locality.

It says in part: "It (this picture) is a panorama of the port of Halifax, printed with the boast, 'Never before photographed in wartime.' It goes right to the vitals of what the censorship is designed to screen—the censorship that is established to protect ships and the lives of men who man them. That picture was taken from the shores of this port. It was carried out of this country and published in an American weekly that gloats over scoring a beat."

"But that isn't a 'beat.' It is as crude and simple as hitting a man over the head with an ax. Let this be the horri-



Changing blades with the Schick Injector Razor is so easy, so fast, that you can do it with your eyes closed. You don't have to fumble with paper blade wrappings. There's nothing to take apart or reassemble. It's one of the big features that have converted millions of men to the Schick Injector's more comfortable shave.



The Schick Injector is the only razor in the world with the automatic blade change. With a pull and push on the Injector you shoot out the old blade and insert a new one in 3 seconds flat!



Another reason why you get such a comfortable shave with the Schick Injector is this razor's solid guide bar which stretches and controls the action of the skin in front of the blade edge. Each whisker is brought up to "attention" for a level, close blade stroke that's so smooth you can shave "against the grain" in solid comfort!

**THE SCHICK INJECTOR RAZOR
CONTAINS THE GREATEST
IMPROVEMENTS IN SAFETY
RAZOR DESIGN IN MORE
THAN 35 YEARS.**



That's all it costs to own the "Popularity" Kit—a trim pigskin-grain case containing razor and Injector cartridge of 12 double-thick Schick blades. 20-year razor guarantee stamped in bottom of case.

**Schick
Injector Razor**

MAGAZINE REPEATING RAZOR CO.
Bridgeport,
Connecticut

Niagara Falls,
Ont., Canada

(continued on p. 7)

THOUSANDS HAILED THIS HISTORY-MAKING ANNOUNCEMENT!

“Goodrich Offers First Synthetic Rubber Tire For America’s Cars!”

Scientists worked 14 years to create Goodrich “Liberty Rubber,” made with AMERIPOL, and free America from dependence on foreign rubber supply



AMERICANS ALERT to the meaning of independence and preparedness can now place orders for Silvertown Tires made with Ameripol. In buying these tires, motorists are not only buying immediate service, but also increased assurance that they can continue to operate their cars, insofar as tires are concerned, in any eventuality.



A VITAL CONTRIBUTION TO AMERICAN PREPAREDNESS. Without rubber, mechanized defense would be impossible. The creation of Ameripol assures that America's plans for motorized equipment will not be endangered by lack of rubber.

★ Can you picture America without rubber tires? Cars stopped dead! Highways empty! Our national defense crippled!

Fortunately, The B. F. Goodrich Company realized many years ago that we could not afford to put the defense of our freedom and our way of life at the mercy of world emergencies that might shut off supplies of natural rubber from the Far East.

Several months ago The B. F. Goodrich Company gave America the heartening answer to this problem when it announced the development of Ameripol. This new "synthetic" rubber is compounded by exclusive Goodrich processes from American materials—petroleum, soap, gas and air—and in some respects is actually superior to natural rubber.

Again Goodrich, the oldest tire maker in America, is first in anticipating and meeting

the needs of American car owners. Ameripol takes its place among these other famous "Firsts" by Goodrich:

First in the discovery of organic accelerators; *First* in the discovery of chemicals that make rubber resist "ageing"; *First* in the United States to build cord tires for automobiles; *First* to discover the value of carbon-black in toughening tire treads; *First* to produce tires with the maximum blow-out protection pioneered by the Golden Ply construction; *First* to provide the non-skid safety of the Life-Saver Tread.

Always "First in Safety," Goodrich is now "First in Preparedness," too. Whether you buy a Silvertown made with Ameripol or a Silvertown made of natural rubber you are sure of getting the most up-to-the-minute scientific advances in tire safety and long wear.



A CHEMICAL LABORATORY BECOMES A RUBBER PLANTATION. Over 90% of the rubber for America's automobiles, trucks, buses, airplanes and mechanized defense must come half way around the world to reach us. But now, Goodrich chemists, working with materials that America has in abundance—oil, soap, gas and air—can make enough Ameripol for an automobile tire in a few minutes.

GOODRICH
Pioneer in American-made Rubber for Tires

This One



2T62-KLQ-XWJF

Gruen writes a new "Last Word" in *thinness*

"**M**OST revolutionary watch-making advance in three centuries," said America's watchmakers. "Thinnest popular-priced wristwatch ever made," America's jewelers chimed in.

That was just a year ago, when Gruen introduced the Veri-Thin wristwatch.

Now there's a new Gruen Veri-Thin still more beautiful . . . still narrower from side to side . . . wearing distinctive new cases and dials that are downright masterpieces of modern design.

Only one thing remains the same — the patented Gruen Veri-Thin movement. Its ingenious design permits the watch to be made almost wafer-thin at sides and ends . . . yet retains large working parts for pocket-watch accuracy, sturdiness and long life.

See the new Veri-Thin models at your Gruen jewelers. Gruen watches from \$24.75 to \$250; with precious stones to \$2500. Write for folder. The Gruen Watch Co., Time Hill, Cincinnati, O., U. S. A. In Canada, Toronto, Ont.



VERI-THIN ZEPHYR—17 jewel Precision movement, pink or yellow gold-filled case.....\$42.50



VERI-THIN MINUET—17 jewel Precision movement, white or yellow gold-filled case.....\$37.50



Above (man's watch): VERI-THIN BANNER—15 jewel movement, pink or yellow gold-filled case, Guildite back, \$29.75 Above (lady's watch): VERI-THIN TWINKLE—15 jewel movement, pink, white, or yellow gold-filled case, \$29.75

A. CHARLOTTE—15 jewel movement, pink or yellow gold-filled case, Guildite back.....\$33.75

B. VERI-THIN SPLENDOR—17 jewel Precision movement, pink, white, or yellow gold-filled case set with 4 diamonds, \$59.50

C. VERI-THIN SCOUT—15 jewel* movement, yellow gold-filled case, Guildite back.....\$33.75

D. VERI-THIN NOMAD—17 jewel Precision movement, yellow or pink gold-filled case.....\$37.50
With 14 kt. yellow or pink gold case.....\$67.50



HOW GRUEN VERI-THIN* ACHIEVES THINNESS WITH FULL-SIZE PARTS



This diagram shows how the full-size, rugged working parts of the Veri-Thin* movements are brilliantly arranged to fit completely within the thin, curved case without sacrificing accuracy or dependability. By this ingenious arrangement of the wheel-train, it is possible to slope the case downward on both ends and sides for extreme thinness and streamlined styling.

*REG. U. S. PATENT OFFICE
PATENTS PENDING

GRUEN

Veri-Thin*

GIFTS FROM YOUR JEWELER
ARE GIFTS AT THEIR BEST!

COPYRIGHT 1940, THE GRUEN WATCH CO.



"WONDER IF I COULD? You know, sew a Talon fastener in this dress. It would cure that 'gap-osis.' Look neater. Fit better. Be more convenient, too!



"WHY, IT'S EASY AS PIE! Just buy the right Talon slide fastener for the type of closing you want. Follow directions in the package!" You'll find Talon fasteners at notion counters everywhere... in one "grade"—the best!

TALON *SLIDE*
FASTENER
REG. U.S. PAT. OFF.
MADE BY TALON, INC., MEADVILLE, PA.

**"Thanks to You
my HEADACHE'S
Gone!"**



**"Don't Thank ME!
Thank STANBACK!"**

You, too, will thank STANBACK for the surprisingly quick, gentle relief it gives from functional periodic pains, simple headache, muscular aches, neuralgia and similar pains.

STANBACK also helps you relax from nerve strain due to headache.



Follow package directions. For frequent headaches, see a doctor.

**LETTERS TO
THE EDITORS**
(continued)

ble example of what must not happen again."

W. A. STECH
Halifax, N.S.

● Permission for LIFE to take the picture of the port of Halifax was given by the Honorable Angus Mac-Donald, Minister of the Navy. Later the picture and its caption were submitted to the Canadian Navy for censorship and publication date of the picture was purposely postponed for six weeks so that whatever information Germany might gain from identity of the ships shown would be of no value.—ED.

Vanderbilt Etiquet

Sirs:

After all my efforts towards breaking my eldest son of his habit of putting his elbows on the table at meals, he would have to see Mrs. Vanderbilt with both elbows on the table—on page 84 of your Sept. 30 issue.

M. HALE
Rockville Centre, N.Y.

● Mrs. Vanderbilt happily is making no social slip. Says Emily Post: "At a dinner of ceremony, elbows are rarely seen, except at the ends of the table, where one has to lean forward to talk to a companion at a distance across the table corner." Mrs. Vanderbilt is sitting at the corner of the table.—ED.

Manhunt

Sirs:

This is just to inform you that I have found my first beau. Where should he turn up but at Williams College, looking very he-manish, but alas, having lost all those beautiful golden



ALFRED WHITING



ELLA MUZZEY

curls I loved so when he was a baby. His name is Alfred Whiting. He is 20 and a junior. I enclose a recent picture both of him and of me.

Many thanks to LIFE for finding Alfred, and also thanks to those 156 imposters who wrote me claiming to be Alfred. I did so enjoy reading all their nice flattering letters.

ELLA MUZZEY
Paterson, N.J.

[In its Sept. 30 issue, LIFE published Ella Muzzey's plaintive request

(continued on p. 8)

**3 specialists you don't want
making your shirts**



1. **OMAR THE TENTMAKER** could make you nifty little shirts like this. Our advice is: Buy tents from Omar—buy shirts from Arrow. Their "Mitoga" figure-fit is shaped to the lines of your body.



2. **HENRY THE HARNESS MAKER** could turn out a nice, roomy collar for you. Take a tip: Buy harness from Henry—buy shirts from Arrow. They have perfect-fitting, perfect-looking Arrow collars.



3. **PETE THE PAPER HANGER'S** shirts'd fit like paper on the wall. Let Pete hang paper—buy Arrow Shirts. They're Sanforized-Shrunk (fabric shrinkage less than 1%)—always fit comfortably—never shrink out of fit.



4. **YOU WANT** the perfect fit and looks Arrow Shirts give you. Ask for Arrow Hitt (fine broadcloth, non-wilt collar) \$2—or Arrow Dale (superfine broadcloth with non-wilt collar) \$2.50. Other Arrow Shirts, \$2 up.

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit

How's your "Pep Appeal"?

—by Williamson



The Twins: Bless Us All! Aunt Ollie's Got a Date!



The Twins: Why Auntie! You're a regular vampire!

Auntie: No such nonsense! Vamping's old stuff. Mr. Green says it's my pep appeal.



The Twins: We know! You've been getting all your vitamins!

Auntie: For once you are right. And what a change it's made in me! I needed 'em! What's more, plenty of vitamins wouldn't do you two any harm at all. "Vitamins for pep!"—and that reminds me. Let's go raid the pantry.



Auntie: And right in this delicious cereal—appropriately called KELLOGG'S PEP—are extra-rich sources of two of the most important vitamins, B₁ and D.

A Twin: Auntie! You've been holding out on us! This is the crispest, best-tasting cereal I ever ate. Boy! Are we going to have KELLOGG'S PEP every morning!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

LETTERS TO THE EDITORS

(continued)

asking if any of LIFE's readers knew where her first childhood beau now was. To the 156 other readers who wrote Ella, better luck next time. Some of their letters are printed below.—ED.]

Our darling Ella,

In this week's issue of LIFE we saw your picture and realized at the first glance that we are your long lost boy friend. Ella darling, won't you come back to us?

We still have our beautiful golden curls and are all handsome men, 20 to 22 years, being educated (?) at the University of Michigan. We have come a long way since we parted, Ella sugar. We are all heirs to a Persian Rug fortune and could easily support you.

Your long lost boy friend,

GENE GILMORE, RICHARD G. TERWILLIGER, JAMES F. KUHNS, WILLIAM F. KING JOHN M. GRAU

Ann Arbor, Mich.

Dear Ella:

I saw your picture and the accompanying article in LIFE and at once I was filled with sweet nostalgia.

Ella, you are even more beautiful than I remember you, and I love you. Ella, will you marry me?

I remain your unseen lover:
SHERIDAN RUMMERFIELD
Colorado Springs, Colo.

Dear Miss Muzzey:

You and I used to play together on the beach up at Edgartown on Martha's Vineyard. That just goes to show you that as children we must have terrible memories, because I know that if we were to play together on the beach now I would have no difficulty in remembering it.

STEPHEN W. GRAYDON
The Dartmouth
Dartmouth College
Hanover, N. H.

Dear Miss Muzzey, Ella, or whatever I called you:

I am 18 years old, a freshman at Yale, white, single, Presbyterian, alcoholic, over 6 ft. tall. When I finish college I intend to write, teach school or marry money. Or worse. Which is more than I know about you.

RICHARD B. KNIGHT
Yale College
New Haven, Conn.

Dear Miss Muzzey:

I have grown same as you have. In fact I am 6 ft. 3 in. tall and have broad shoulders. I am a lover of bears and wrestle them often. I am single and have never been blessed with a "grown-up love."

J. H. ("TINY") CAMPBELL Jr.
Morgantown, W. Va.

Dear Miss Ella Muzzey:

We are extending to you an invitation to come down here to see us sometime for a midshipman's hop and a football game with Drake University.

The date of this weekend is Oct. 19.
CLIVE A. STRANGMAN
RICHARD L. CORKRAN JR.
U. S. Naval Academy
Annapolis, Md.

Dear Miss Muzzey:

Remember when I put the grasshopper down your back? And when you cried on my shoulder after dropping your ice cream? Remember?

JAMES J. CORBETT JR.
Southeastern Louisiana College
Hammond, La.

CHAMPAGNE COCKTAILS WERE EXPENSIVE

DEVELOPING, blending, and bottling are only the first steps in champagne making. The bottled wine ferments again under its own pressure. Some 200 hand operations are required to clarify this second fermentation.

But now, after 70 years, RENAULT improves upon this "labor of luxury" in producing "Chateau RENAULT".* This Sparkling Wine is bulk-processed—fermented *in the same natural way*, in giant pressure-tight "bottles" so that it can be filtered under pressure when finally corked. Clear, uniform, delicious and temptingly inexpensive is "Chateau RENAULT"—*the wine without fault*.

* SPARKLING WINE, American Champagne—bulk process.



Introducing a fine evening at low cost because the name on the bottle is RENAULT.



All this racking and turning is avoided by processing, clarifying, and fermenting thousands of quarts in one giant "bottle".



Bottle, half-bottle, split, and famous RENAULT 4 oz. "nip", sold 72 to the case in states where small bottles are legal.

RENAULT
AMERICAN CHAMPAGNES, SPARKLING WINES, STILL WINES, VERMOUTHS
L. N. RENAULT & SONS, INC.
Egg Harbor City, N. J. * Continuously since 1870

You'll Find Big Generous "3-COUPLE ROOMINESS" *In All Chevrolet Sedans for '41!*



You'll Say
"FIRST"
because it's
FINEST!"

They're as big and roomy inside as they're big and beautiful outside. . . . In fact, you get oversize capacity in all Chevrolet body types—and get it at Chevrolet's very low prices!

Even three couples AREN'T a crowd in this big, roomy, wide-seated Chevrolet for 1941!

All sedans are *sized for six*, widened out to give "3-couple roominess." . . . All models, regardless of type, have big, generous, oversize capacity. . . . And all of them are styled, tailored and appointed to bring you the modern maximum in luxurious motoring—at the lowest cost!

In addition, Chevrolet for '41 stands out as the *only* car that combines exclusive Bodies by Fisher, 90-h.p. Valve-in-Head "Victory" Engine, De Luxe Knee-Action and Original Vacuum-Power Shift at no extra cost.

Better choose Chevrolet! . . .
Better eye it, try it, buy it—today!

CHEVROLET MOTOR DIVISION, General Motors Sales
Corporation, DETROIT, MICHIGAN

Again CHEVROLET'S the LEADER



A MASK CAMOUFLAGED TO RESEMBLE THE BARK OF A TREE HIDES AN INSTRUCTOR AT BRITISH SCHOOL FOR SNIPERS. A FAMOUS ARTIST DESIGNED THIS DISGUISE



THIS IS HOW SNIPER LOOKS IN A FIELD OF NETTLES WITHOUT HIS CAMOUFLAGE



WHEN HE COVERS HIMSELF WITH CAMOUFLAGE NETTING HE FUSES WITH NETTLES



THERE IS A SNIPER CAMOUFLAGED AMONG THESE PLANTS BUT ONLY THE MUZZLE OF HIS RIFLE IS VISIBLE. HE CAN BE SEEN FROM REAR IN PICTURE BELOW

SPEAKING OF PICTURES THESE HIDE SNIPERS OF THE BRITISH ARMY

The art of camouflage, first used on a large scale by the French in the last war, has been refined to the point where it is almost as easy to spot a frog squatting silently by the side of a pond as it is to spot a white-uniformed Finn or green-garbed German sniper in a tree at a distance of a few yards.

Hidden within the photographs on these pages are students at the British Army School of Sniping near Aldershot. Mostly expert marksmen from the deer forests and grouse moors of Scotland, they merge almost indistinguishably with the landscape in which they expect to fight, should Hitler invade Britain.

As deadly as Army snipers are the former bookkeepers, cricketers and civil servants, including the phlegmatic ex-Ambassador to Germany, Sir Nevile Henderson, who attend the unofficial Home Guard Training School for Guerrilla Warfare. On Lord Jersey's estate near London they practice garroting, stabbing and strangling.

The British people despise such methods as "a cad's kind of fighting" but feel that in this war against Nazi Germans they are fighting the world's No. 1 cad. On the following page a group of Royal Engineers are shown experimenting with "Molotov cocktails," designed to give the sturdiest tank a terrible hangover. These "cocktails," which consist of gasoline and an igniter, do not have to be shaken well before using.



FROM REAR THE SNIPER AT TOP IS SEEN TO BE CAMOUFLAGED FROM HEAD TO THIGH



"Ahem! I beg your pardon, madam!"



1.



2.

Oh dear! I'm sorry. I just wanted to see if there's a price tag on those lovely percale sheets. I hoped that maybe I could afford just one pair. You see... I'm going to be married.



3.



4.

What? Why . . . then I could have ALL Cannon Percale Sheets . . . for every single night. Imagine luxurious percale sheets in MY trousseau! How do they wear? Would *you* know about that?



5.



6.

Well, I'm going to wash my own . . . so *I'll* be glad they're lighter, too. Thanks for the tip. I'd ask you to the wedding but it's at City Hall. Where's that Linen Department?

The Cannon Department is straight ahead and to the left, miss . . . For the love o' Pete . . . look at that girl go! Hope she slows down going through the China Department!

Cannon
PERCALE SHEETS

MADE BY THE MAKERS
OF CANNON TOWELS **\$1.49**

Cannon Muslin Sheets are another outstanding value at a low price. They sell for about a dollar. Both Cannon Muslin and Percale Sheets are available in six lovely decorator colors . . . at slightly higher prices.

New! Cannon Hosiery now comes in the new NYLON as well as Silk. Ask for Cannon Stockings at your favorite store.



"YOU DON'T HAVE TO BE RICH TO SLEEP ON CANNON PERCALE!"

SPEAKING OF PICTURES

(continued)



"Molotov cocktails" are empty pint beer bottles, scored so that they will easily break, filled with explosives and corked. A fuse is then attached to each bottle.

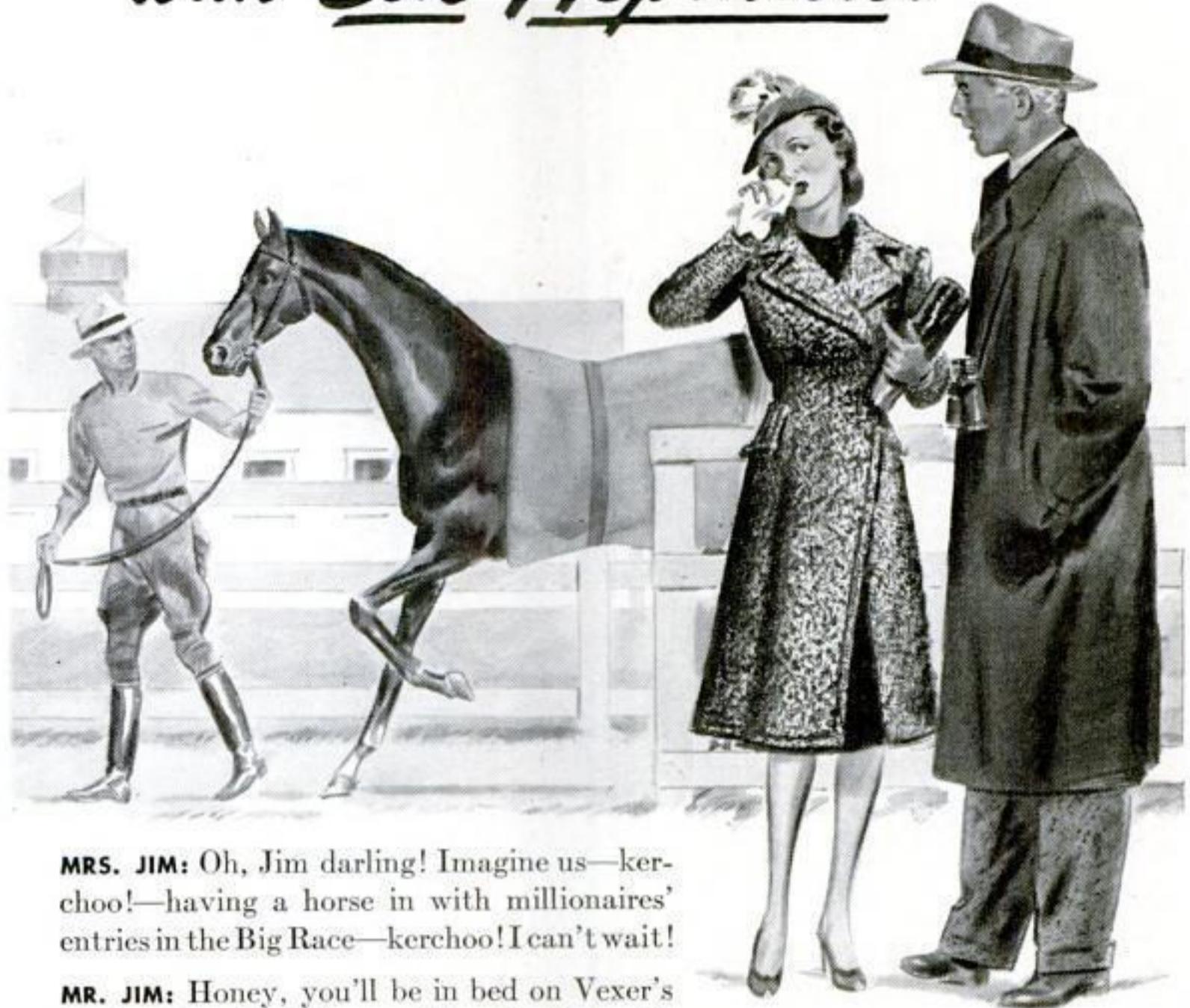


Throwing a "cocktail" is like throwing a grenade. If "cocktail" hits a tank or armored car, it explodes and starts a fire. Civilians have been making them at home.



"Tank" catches fire when hit by a Molotov "cocktail." First used by Spanish Loyalists, these hand grenades were named after Russia's Foreign Minister.

Hit a *COLD* two ways
with Sal Hepatica!*



MRS. JIM: Oh, Jim darling! Imagine us—kerchoo!—having a horse in with millionaires' entries in the Big Race—kerchoo! I can't wait!

MR. JIM: Honey, you'll be in bed on Vexer's big day if we don't do something for that cold, pronto. I'd advise fast-acting Sal Hepatica.



MRS. JIM: Sal Hepatica helps fast?

MR. JIM: Yes, it's fast, two ways. First, Sal Hepatica acts fast as a laxative—usually within one hour, and speed is important in fighting a cold. Second, Sal Hepatica helps counteract the excess gastric acidity that usually accompanies a cold.*



* A recent survey conducted by seven leading medical journals shows that 7 out of 10 doctors recommend a saline laxative in treating colds.

SAL HEPATICA

Get a bottle of this famous saline laxative at your druggist's today.

TUNE IN! EDDIE CANTOR in "Time to Smile"—Wednesdays at 9 P. M., E. S. T.

GIVE YOUR HAIR A CHANCE!



THE SCALP

IS THE BASIS OF HAIR HEALTH

Treat it the Fitch Ideal Way

Take care of your hair this sensible way! Don't let the thousands of tiny hair openings on your scalp choke up with dirt and dandruff. Remember that congested scalp is the forerunner of many hair ills. That's why you've got to keep the hair openings clear and free to function normally. Use Ideal Tonic every day. Then the natural oils will be able to flow over your hair, bringing the benefits that only nature can bestow. Ideal Hair Tonic combines with natural oils to form the perfect dressing for your hair.

Ideal Hair Tonic stimulates circulation—helps allay itching scalp—helps to prevent dandruff—helps check falling hair. It's simple to use, and it does two great things for you! First, it makes it easy for your scalp to be as healthy as nature intended—and second, it acts as a dressing that helps keep your hair neat and good-looking. Start to care for your hair the Fitch Ideal way today!

KEEP THIS
HAIR FOLLICLE OPEN



AND KEEP YOUR HAIR



FOR THAT WELL GROOMED LOOK WOMEN ADMIRE, USE FITCH IDEAL



Achieve that air of natural good grooming that women like—every hair in place, yet no suggestion of that "slick" look. Make a mighty good impression in business, too. Natural good grooming the Fitch Ideal way pays real dividends!

Special OFFER! A 50c rubber scalp massage brush FREE with the purchase of a 50c size of Fitch's Ideal Hair Tonic. \$1.00 value. SPECIAL—both for 49c. Ask your druggist. If not available send carton top to The F. W. Fitch Company and receive brush free.



**Fitch's IDEAL
HAIR TONIC**

You'll like Fitch's
DANDRUFF REMOVER
SHAMPOO
Use it regularly each week. It is
guaranteed to remove dandruff
with the first application.

FROM LIFE'S CORRESPONDENTS

Japan and the Indies

Shanghai

The other night at a dinner most of the guests had guns, slapped them out on the table so that they would be handy. Everybody looked a little jittery except one of the guests, the Mexican consul general. He sat smiling. Somebody asked him why he was so happy. "Ah," he said, "it makes one feel just like home."

Visitors from Tokyo say Germans there are still busy as bird dogs, urging Japan to make as much trouble as possible in Asia. Japanese have been vastly impressed by German victories in Europe, perhaps considerably more so because their own China blitzkrieg has been so lacking in blitz. It is said that Germans have been partly back of the southern-expansion furor but wouldn't like to see it carried as far as the Netherlands East Indies.

Correspondents returning from Tokyo say that life for the foreign press there is about as happy as it is in Moscow. The Japanese are going nuts on the spy-scare business, and the natives are afraid even to be seen in the presence of foreigners. A few weeks ago in Nagasaki, I stopped a schoolboy in the street to ask him for a direction and after one look at the foreign devil he took to his heels.

A BIG ONE TO SWALLOW



CARTOON BY KATO

It is my guess that the Konoye cabinet will be doing well if it lasts the six months averaged by Japanese governments in the past few years. All the initial fanfare has turned out to be just that, and the Premier Prince is taking refuge in the mystic hocus-pocus so often used by his all too numerous predecessors in the Government. The Japanese people are getting into a frame of mind where they want to hear less about the eight corners of the world under one Japanese roof and more about how they are going to get rice and charcoal this winter.

In the Orient everything is usually done backwards and this is indicated in the current attempts of the Japanese to institute Fascism first and find a dictator later. But a real dictator might lead to a return to a type of Tokugawa Shogunism with an eclipse of the Emperor, which would mean eventual internal breakdown. Thus Japan remains a country without a man, half afraid that it might really find one.

Konoye has succeeded in sweeping away the parties but he balked at trying to change the Constitution, which rests firm on the foundations of the Meiji Restoration. Proof that he is no

(continued on page 19)



The "Conga kick"—fun to dance, but sometimes fatal on evening hose. For stockings that are both firm and filmy, try Cannon's sheer miracles—inspected by a special air-pressure machine that hunts out flaws too small for the eye to see. Helps avoid those sudden "pop" runs.

Cannon brings you only perfect stockings—full-fashioned, flawless, triple-inspected.

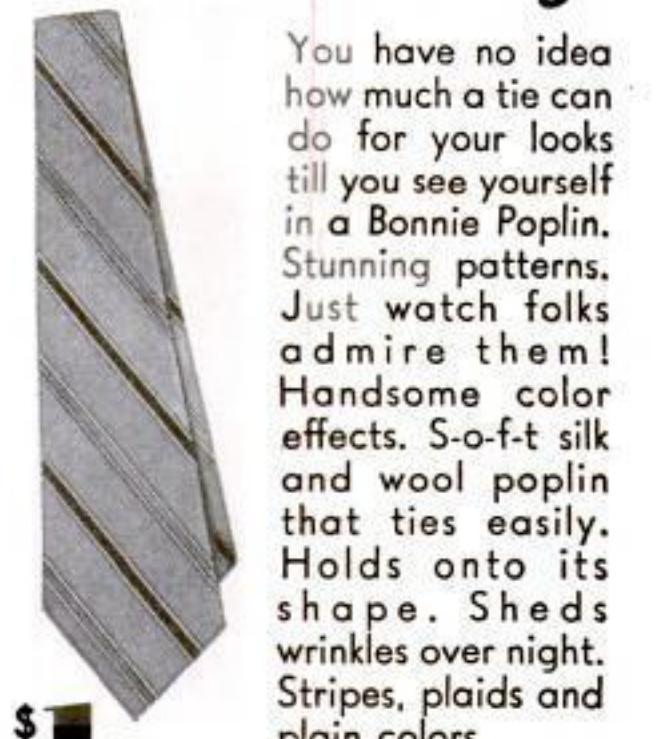
Cannon Hosiery made of Silk, in the Celophane Handy-Pack, 69¢ to \$1.00. Cannon Hosiery made of Nylon, \$1.35 and up. By makers of Cannon Towels and Sheets.

Cannon Hosiery

TRADE MADE
MARK
CANNON



"My, That Bonnie Poplin
Tie Is Good Looking!"



You have no idea how much a tie can do for your looks till you see yourself in a Bonnie Poplin. Stunning patterns. Just watch folks admire them! Handsome color effects. S-o-f-t silk and wool poplin that ties easily. Holds onto its shape. Sheds wrinkles over night. Stripes, plaids and plain colors.

\$1.00
At Your Favorite Store or write
HUT NECKWEAR CO.
1 East 33rd St., New York



Bonnie Poplin
THE AMERICAN LOOMED TIE

A Tie-Master Tie

Copyrighted material

FOR ALL OUR YESTERDAYS

There is only tomorrow for young couples
newly engaged. Headlessly they spend
the present, flinging the days like golden
coins along time's changing shore.

*And each, as it falls, unseen
becomes a yesterday.*

The ring they buy at this period frequently
reflects their prodigal mood. Tomorrow
holds more rings, more bliss, more
worlds to explore. Why bother now?

It is because this ring alone will be
a future talisman of their past. Within its
crystal flame some day they will find
the sweetness, the glory of each
yesterday. Each look—each scene and
gesture recaptured in immortal light.

Their engagement diamond will burn
brighter for each passing year. It should be
chosen with an expert jeweler's advice.

Color, absence of imperfections, and
exquisite cut are greatly to be
desired. And each young husband-to-be
should contemplate a worth-while
expenditure. Your diamond is a permanent
treasure. And you buy it—not for
today—but for all your yesterdays to be.

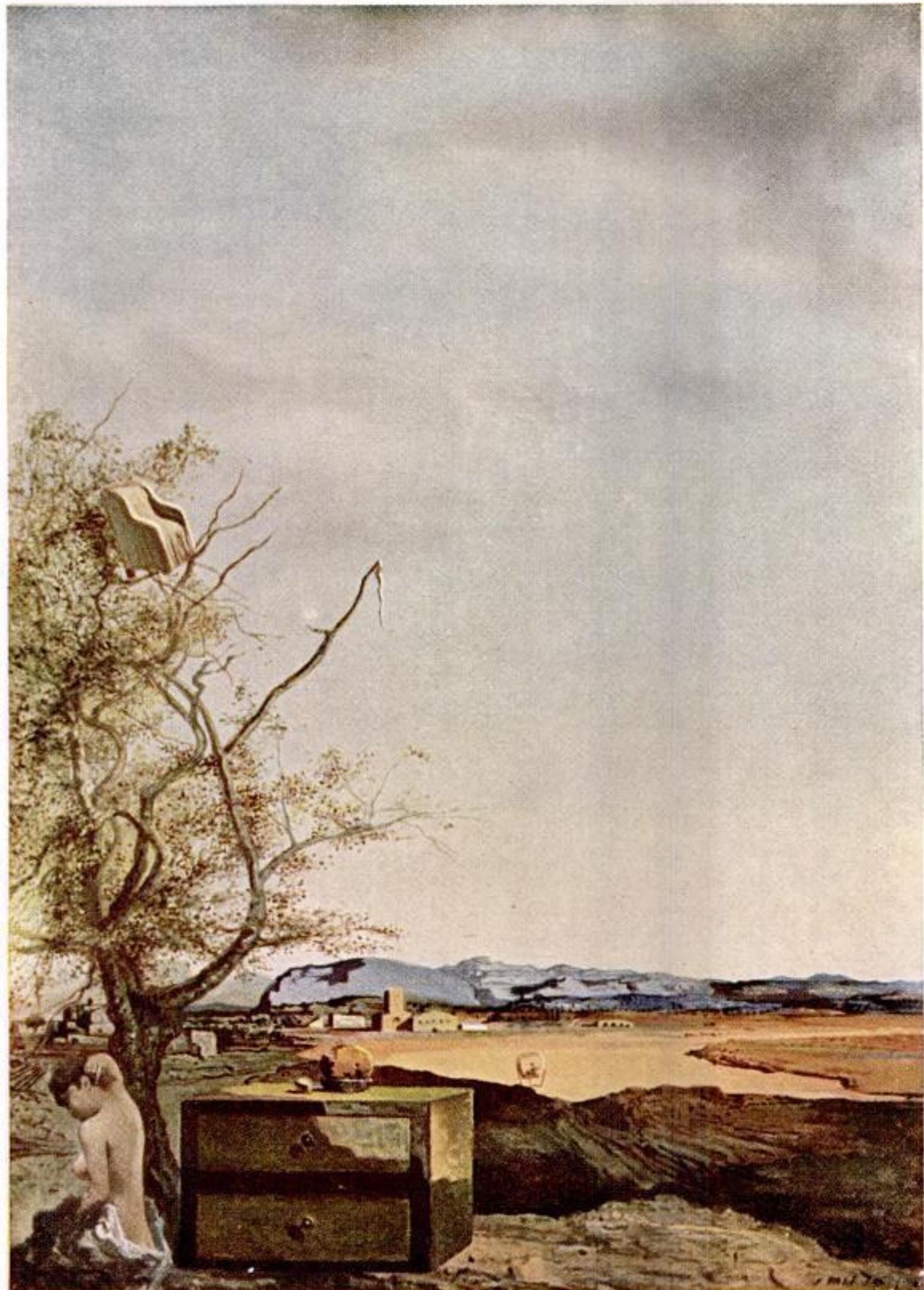
*Current Prices of Unmounted Quality
Diamonds. (Exact weights shown are infre-
quent.) Size alone does not determine values.
Purity, color and excellence of cutting affect the
price. Many reliable jewelers will arrange pay-
ments for fine stones over an extended period.*

One-half carat, \$100 to \$200

One carat, between \$325 and \$600

Two carats, usually priced from \$900 to \$1750

Three-carat stones are obtainable from \$1500



PAINTING BY SALVADOR DALÍ, FROM THE DE BEERS COLLECTION

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES



RCA VICTOR 45X-12. Extra-large, built-in Magic Loop Antenna . . . multi-color clock dial . . . 5-inch dynamic speaker . . . molded cabinet of An-tique Ivory finish. AC-DC \$14.95*



RCA VICTOR 45X-3. Modern streamline cabinet . . . 4-color clock dial . . . broadcast plus 1 police band . . . "hank" antenna attached . . . no ground connection required. AC-DC \$14.95*



RCA VICTOR 45X-16. Has new roto-base for peak performance of built-in Magic Loop Antenna . . . large easy-reading dial . . . cabinet of walnut and mahogany veneers . . . \$17.95*



RCA VICTOR 45X-18. Push-Button tuning, 5 stations . . . built-in Magic Loop Antenna . . . superheterodyne circuit . . . electro-dynamic speaker . . . \$19.95* AC-DC operation . . .



RCA VICTROLA 10-X. Broadcast and 1712 kc. police band . . . built-in Magic Loop Antenna . . . 5-inch speaker . . . plug-in for Victrola attachment . . . \$14.95* Roto-base . . . AC-DC operation



RCA VICTOR 45X-11. Extra-large, built-in Magic Loop Antenna. Easy-reading multi-color dial . . . 5-inch speaker . . . cabinet of molded mahogany plastic. \$12.95* AC-DC operation . . .



RCA VICTOR 45X-2. Molded cabinet of Antique Ivory finish . . . features similar to RCA Victor 45X-1. A brilliantly styled instrument, ideal for any room in your home! \$12.95*



RCA VICTOR 45X-1. Rich mahogany plastic cabinet . . . 3-color edge-lighted dial . . . broadcast, 1 police band . . . "hank" antenna attached, no ground connection required. AC-DC \$9.95*

NOW YOU
CAN GET *RCA Victor*
in your

RCA Victor 1941 SUPER-SIX



RCA VICTOR Super-Six—Model 15X . . . big, continental style plastic cabinet, 6 RCA Victor preferred type tubes, R-F stage for better sensitivity, big edge-lighted dial, new style bull's-eye pointer, music-speech tone control, plug-in for record player attachment, RCA Victor roto-base, Powerful 5" permanent mag-

net speaker, improved superheterodyne circuit, popular 1712 kc. police band, extra-large Magic Loop Antenna, big knobs for easy tuning, automatic volume control, special hi-stability I-F transformers, connection for exterior antenna, AC-DC operation, 16 to 1 vernier tuning . . . \$16.95*

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RCA VICTOR 16X-11. American and foreign reception . . . 6 tubes . . . R-F amplification . . . built-in Magic Loop Antenna . . . plug-in for Victrola attach- \$ 1995* ment. AC-DC operation. . .



RCA VICTOR 16X-2. Roto-base for peak performance of built-in Magic Loop Antenna . . . 6 tubes . . . R-F amplification . . . plug-in for Victrola attach- \$ 1995* ment. AC-DC.



RCA VICTOR 16X-3. 6 tubes . . . 5" Permanent Magnet Dynamic Speaker . . . Built-in Magic Loop Antenna . . . R-F amplification . . . plug-in for Victrola \$ 2295* attachment. AC-DC.



RCA VICTOR 16X-13. American and foreign reception . . . 6 tubes . . . built-in Magic Loop Antenna . . . R-F amplification . . . plug-in for Victrola attach- \$ 2495* ment. AC-DC.

extra quality extra radio!

RCA Victor presents "a family of radios"
—20 brilliant new 1941 models lower in price—higher in quality than ever before!

NEWS—music—sports—drama...there's so much of vital importance on the air these days one radio alone is not enough. Every member of your family needs one to hear his or her favorite programs!

Now, every member of your family may have a quality radio—by RCA Victor! For RCA Victor presents a complete "family of radios" for 1941—20 fine instruments priced so sensationaly low it is sensible to own one for every room in your home.

Into each of these fine radios has gone RCA Victor skill in everything by which fine radio craftsmanship is measured. Behind each is all the research and experience of the only company that makes and

does everything in radio. No matter which models you select, you can be sure of getting RCA Victor extra quality and outstanding value.

See and hear all these superb quality instruments. Notice the master craftsman styling that makes each a thing of beauty and a joy to own. Listen critically to their magnificent tone quality on both speech and music. Price them—and you'll agree they are the greatest values in RCA Victor history.

Due to unsettled conditions which may result in increased cost of materials, prices shown are subject to change without notice. Visit your nearest RCA Victor dealer today and take advantage of present rock-bottom prices!

A SERVICE OF THE RADIO CORPORATION OF AMERICA

You can buy RCA Victor Radios on C.I.T. Easy Payment Plan.
*Prices f.o.b. factory, subject to change without notice. Trademarks
"RCA Victor" and "RCA Victrola" Registered United States Patent
Office by RCA Manufacturing Company, Inc.



RCA VICTOR 18-T. American and foreign reception . . . 8 tubes . . . stabilized electric tuning . . . Magic Loop Antenna . . . plug-in for Victrola or \$ 4995* television attachment. . .



RCA VICTOR 16T-4. American, foreign reception, stabilized electric tuning, 4-point tone control, built-in Magic Loop Antenna, plug-in for Victrola \$ 3995* or Television attachment.



RCA VICTOR 16T-3. American and foreign reception . . . 6 tubes . . . stabilized electric tuning . . . built-in Magic Loop Antenna . . . plug-in for Victrola \$ 3495* or Television attachment.



RCA VICTROLA V-102. 7 RCA Victor preferred type tubes . . . self-starting motor . . . stabilized electric tuning . . . built-in Magic Loop Antenna . . . \$ 5995* push-pull audio system. Copyrighted material



RCA VICTOR 16X-4 . . . 6 RCA Victor preferred type tubes . . . stabilized electric tuning (5 stations), built-in Magic Loop Antenna . . . Stage of radio- \$ 2795* frequency amplification . . .



RCA VICTOR 16X-14. American, foreign reception . . . built-in Magic Loop Antenna . . . stabilized electric tuning, 5 stations . . . 6 tubes . . . 2-point tone control . . . AC-DC . . . \$ 2995*



RCA VICTROLA V-100. 5 RCA Victor preferred type tubes, superheterodyne circuit . . . constant speed self-starting motor, built-in loop antenna, plays \$ 2995* records with lid closed . . .

A Big New Style Idea Is Here!

GREAT IN ANY CAR . . . SENSATIONAL IN ONE PRICED SO LOW!

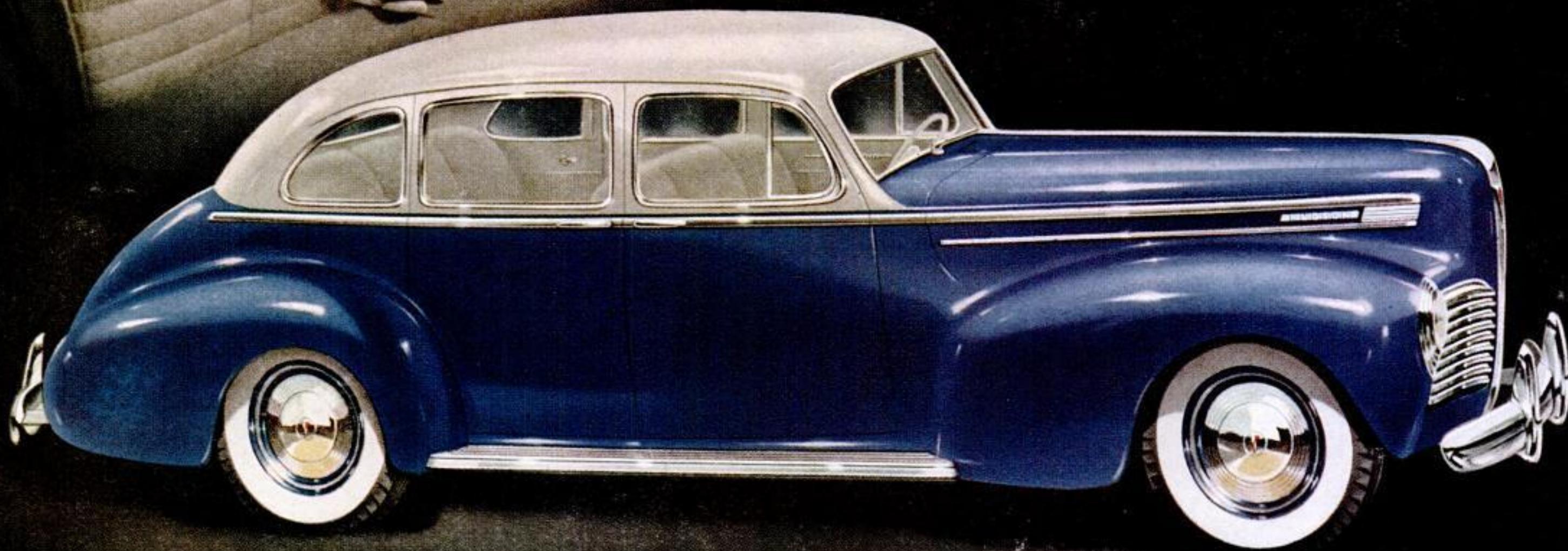


Symphonic Styling

Brilliant new design . . . and, for the first time in low priced cars, a wide choice of interior color combinations that harmonize with exterior colors . . . AT NO EXTRA COST

In automobiles up to now, one upholstery color has usually done duty with every body color . . . and carpets, floor mats and other interior details have added further color confusion. Now, in Symphonic Styling, Hudson brings you

for the first time the kind of color harmony throughout that you want and expect in other fine things you buy. *And at no extra cost!* See these new cars of brilliantly modern design, at prices starting among today's lowest.



New Hudson Six De Luxe Sedan, \$845*. (White sidewall tires, de luxe hub caps and wheel trim rings, chrome window mouldings and de luxe running boards, as shown, extra)

NEW HUDSON 1941

Hudson Offers Fine Automobiles In Every Popular Price Class . . . AT NEW PRICES STARTING AMONG AMERICA'S LOWEST . . . New Hudson Six and Super-Six (in the lowest and low price fields); New Hudson Commodore Six and Eight and Commodore Custom (in the moderate price field). MORE CAR for LESS MONEY In Every Popular Price Class

"MORE CAR FOR THE MONEY THAN EVER BEFORE!"

Say Buyers Everywhere Who Are Changing To Hudson

Think of being able to get, *in a car in the lowest price field*, a harmony of line and color that is more completely beautiful than anything you have seen, up to now, in the costliest cars on the road!

Yet Symphonic Styling is only *one* of the ways in which Hudson's long-standing engineering leadership gives you more for your money.

Hudson, again this year, offers you a car equipped with every worth-while safety feature that engineering skill has been able to develop—features you don't have in your present car and can't get in any other except a Hudson. Yet you pay nothing extra for any of them.

The "Dollar Scale," at the right, will give you some idea of the many extra values your money will buy in a new Hudson; a ride will tell you the rest. See your nearest Hudson dealer for the year's best investment in all-around value.

PRICES START AMONG AMERICA'S LOWEST

\$ 695

for new 1941 Hudson Six Coupe, *delivered in Detroit, including Federal taxes, not including state and local taxes, if any. Optional equipment and accessories extra. Two-tone exteriors standard on Commodore Custom models, extra on all others. Low time payment terms. Prices subject to change without notice.

\$ MEASURE 1941 VALUES BY THIS DOLLAR SCALE \$

Listed below are a few important features of the 1941 Hudson Six . . . *one of America's lowest priced cars . . . a typical example of how Hudson engineering leadership gives you more for the money in every popular price field.*

\$ SYMPHONIC STYLING . . . a selection of interiors that harmonize with exterior colors . . . *at no extra cost. NEVER OFFERED IN ANY LOW PRICED CAR BEFORE.*

\$ MORE SIZE AND ROOM . . . Bigger by far than any other car in the lowest price field, with biggest luggage space ever built into any sedan body.

\$ MORE POWER . . . No car even close to its price has ever equalled the power of this 1941 Hudson Six.

\$ FINEST STEERING . . . True Center-Point System, used in only two other cars, both in the *high price field*.

\$ SMOOTHEST RIDING . . . Finest Independent Front Wheel Coil Springing, unlike any used before except in a few high priced cars.

\$ NEW SILENT SHIFTING . . . With improved Synchronized Silent Mesh Transmission of type used in very costly cars.

\$ SAFEST STOPPING with Patented Double-Safe Brakes. If hydraulics ever fail (as they can in any car through leakage due to accident or service neglect), you just push farther *on the same foot pedal and stop. NOT OBTAINABLE AT ANY PRICE IN ANY OTHER CAR.*

\$ SAFER DRIVING . . . With Patented Auto-Poise Front Wheel Control. *Extra protection even if a tire blows. NO OTHER CAR HAS ANYTHING LIKE IT.*

... AND OTHER UNIQUE SAFETY FEATURES.
Add up these EXTRA VALUES in the new 1941 Hudson Six . . . see how much more you get for what you pay!



QUALITY THAT'S FAMOUS.
TASTE THAT'S
FLAVOR-AGED

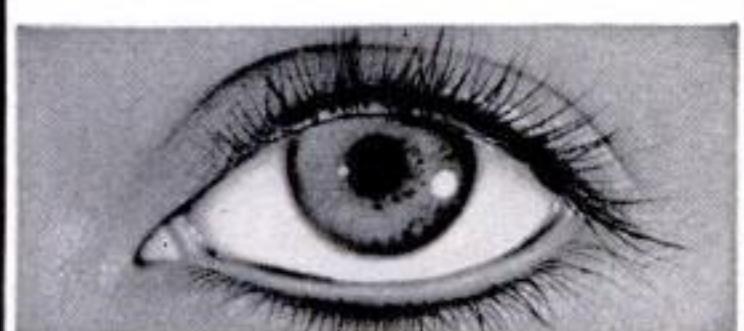


CLICQUOT CLUB
GOLDEN GINGER ALE
PALE DRY GINGER ALE
SPARKLING WATER (SODA)
50 Years a Favorite!

Clear, Soothe
TIRED* EYES
in Seconds!



Only TWO DROPS of this eye specialist's formula are needed to SOOTHE and REFRESH dull, tired eyes... Its special EXCLUSIVE ingredient quickly CLEARS eyes red and inflamed *(from late hours, fatigue, driving, overindulgence, etc.).



Thousands prefer stainless, sanitary, safe EYE-GENE, because it is quickly EFFECTIVE in making EYES FEEL GOOD. WASH your eyes with EYE-GENE today. On sale at drug, department and ten-cent stores.

USE
EYE-GENE



FROM LIFE'S
CORRESPONDENTS
(continued)

dictator is that he is lampooned like other politicians. One recent cartoon by Ituro Kato, Tokyo's best cartoonist, shows Konoye with his pants off. Another Kato cartoon shows how difficult it is for the Japanese to swallow the nation's immense war budget (*see cut p. 14*).

An American recently up from the Netherlands East Indies reports that the Dutch there had a closer call from German fifth columnists than was generally known. Before he left they had just taken delivery on the last of 50 new American Curtiss fighters so that they should have about 300 first-line planes by now. Indo-China is lost to Japan, but the Dutch have made a beginning with their air force, a modern army of 50,000 troops and a small navy.

ALLAN FORD

London's East End

[This letter from the editor of England's *New Statesman and Nation* describes conditions in London's East End as Mr. Martin saw them in the week preceding the Cabinet reconstruction and the appointment of Herbert Morrison as virtual controller of London in place of Sir John Anderson. Already considerable improvements have been made.—ED.]

London
The phrase about everyone in London now being "in the front line" takes on a totally new significance as soon as you become acquainted with the position in the East End and dock areas. In the West End we suffer grave inconvenience, but only in the East End do you find acres of uninhabitable houses, most of them reduced to rubble.

Nothing short of scandalous are the conditions existing in one immense East End shelter used by thousands every night. This place, meant as a railway goods store, is regarded locally as the safest shelter in East London. Every night many thousands of people of every sort queue up. To see and appreciate the atmosphere one should go during the night—if one can stand the stench which is horrifying during the day after the cleaning has been done. Whites, Jews and Gentiles, Chinese, Indians and Negroes lie there miscellaneous. The most disquieting part of the place, which at night looks exactly like a bazaar in Cairo, is that the only water tap in the entire place is situated up against the men's lavatory where the stench is worst. When I saw the shelter last week the lavatories consisted only of a dozen men's and fewer women's seats or buckets. At one end where there were only buckets there wasn't even a runaway. At night the overflow of urine becomes a mounting pool which laps like a tide up to the blankets of the sleeping multitude. Few people now even try to climb over the heaped bodies in the darkness and reach the lavatories. This process has been helped by the convenience of the margarine stores in cardboard cases which can be piled up into useful mounds behind which people can do all they desire unobserved. [Lavatory accommodations have since been greatly improved.—ED.]

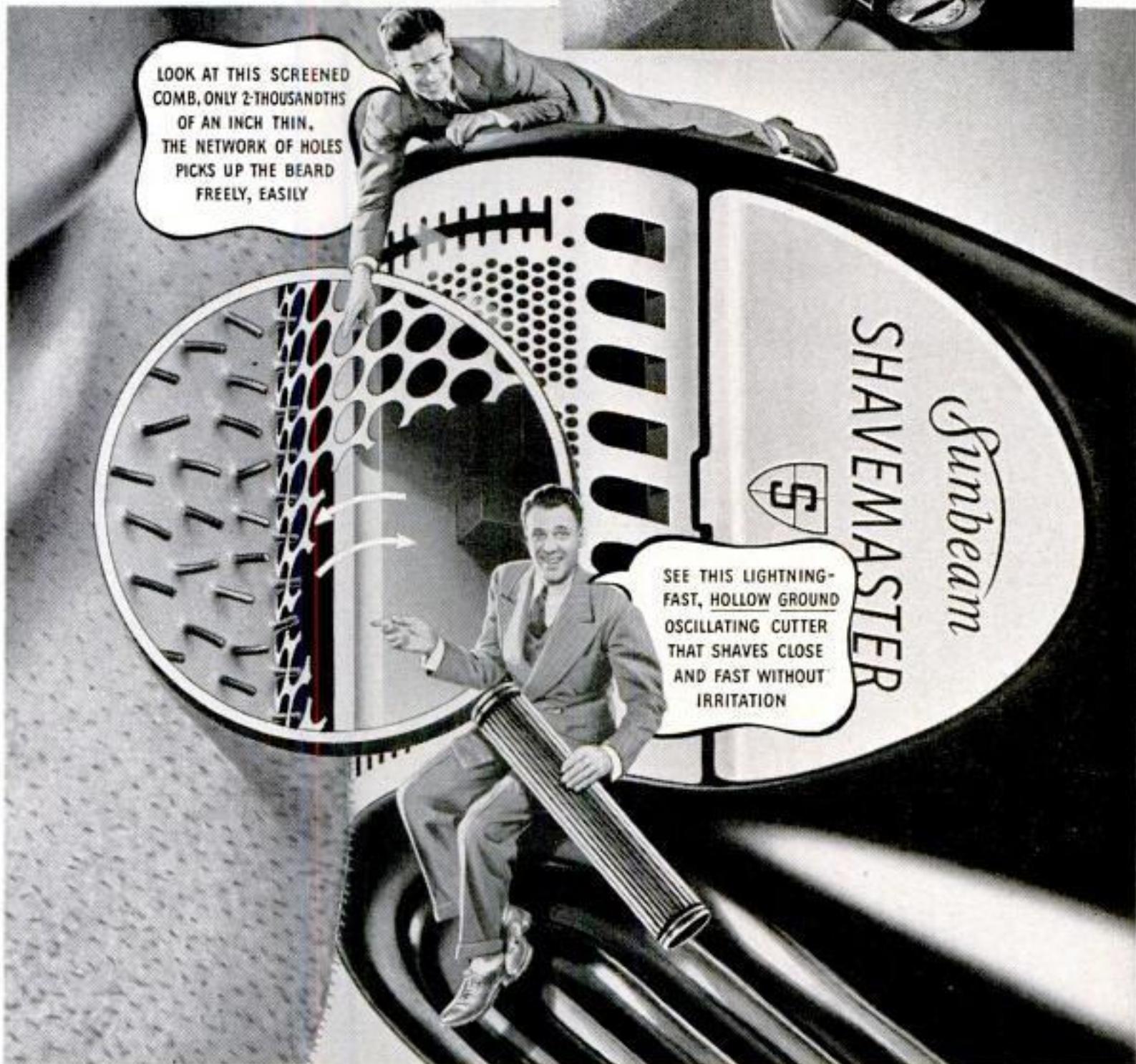
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ONLY THE *Sunbeam*
SHAVEMASTER

REG. U. S. PAT. OFF.

HAS THIS
Exclusive HEAD

SHAVES CLOSE AS A
STRAIGHT-EDGE AND FASTER



The Head that is Winning America to Dry-Shaving

BOTH MODELS HAVE SAME EXCLUSIVE HEAD
The Model "R" has the Universal, series-wound brush-type motor that operates on both AC and DC. The Model "M" has the new Sunbeam magnetic type motor for AC only.

Model "R"
AC-DC
\$15.00



THE AIRLINES' CHOICE!
Selected for Standard Equipment by:

- American Airlines, Inc.
- United Air Lines
- Western Air Express
- TWA (Transcontinental & Western Airways)
- Chicago & Southern
- Canadian Colonial Airways



Model "M"
AC
\$7.50

Famous for *Sunbeam* TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, etc.

Why is Sunbeam Shavemaster the electric shaver that is winning America to dry-shaving? Look at its head. You'll find the answer there. There's none other like it. It wins friends—and keeps them—because it does a close, fast, clean shaving job. The holes in the whisker-thin comb are so close together the whiskers enter freely and easily whether they are wiry or fine, curly or straight. The lightning-fast cutter is pressed tight against the inner surface of the screened comb—gets the whiskers FASTER and CLOSER without skin irritation.

Men! You're *really* missing something until you've swung over to dry-shaving with Shavemaster. As one man said recently, you will feel sorry for yourself when you think of the years you struggled along with wet-shavers. So ask your dealer for a demonstration. Chances are he has one of our new, convenient demonstration units. On sale wherever good electric appliances are sold.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 W. Roosevelt Rd., Chicago, Ill. Canada factory, 321 Weston Rd. So., Toronto. 52 Years Making Quality Products.

Life begins with

VITAMINS

Plus



IRINA BARONOVA
of the *Ballet Russe*

A performance by Baronova... her faultless technique... her fluid grace... and *above all*, the electric vitality which *fires* her performance. Baronova knows the great importance of keeping precious vitality and sparkling health unimpaired. So she takes **VITAMINS Plus** every day—to be sure!



Tiny, magical vitamins... how essential they are to vitality, sound nerves, good appetite, clear skin, attractive hair—that happy state of *buoyant* health! Yet see how *simple* it is to be sure of an adequate supply of vitamins every day, by choosing **VITAMINS Plus**, the famous vitamin concentrate of uniform and dependable high quality.

Why take a chance on vitamin deficiencies which may lead to listless, under-par days that rob your life of zest and sparkle. Edginess and nervous irritability are hard on you—and a definite handicap to your success.

Why not begin—today—to take **VITAMINS Plus!** The two tiny, pleasant-to-take capsules, which constitute the **VITAMINS Plus** routine, contain high potencies of essential vitamins A, B, C, D and G—especially high in all-important vitamin B₁... with liver concentrate and iron for added effectiveness. Don't chance a lack of one or more vitamins. It's so easy to be *sure*—with **VITAMINS Plus**: 72 capsules... 36 days' supply... **\$2.75**

Ask for **VITAMINS Plus** at your drug or department store.

VITAMIN "A" HELPS BUILD RESISTANCE AGAINST COLDS.

Now is the time to take the offensive against dangerous common colds. If you lack vitamin A you are more susceptible to colds. **VITAMINS Plus**, the high quality vitamin product, contains (in addition to other essential vitamins) 20,000 Int. Units of vitamin A... double the vitamin A content of the average vitamin product.

VITAMINS PLUS, INC., 370 Lexington Ave., N.Y.C.

Herewith is \$1.50 for the Special Size Vitamins **Plus** (18 days' supply) Please send book-let, "Life Begins With Vitamins **Plus**"

Send my Vitamins **Plus** C. O. D.

NAME _____

STREET _____

CITY _____ STATE _____ L-10-21-40

FROM LIFE'S CORRESPONDENTS

(continued)

The general administrative failure in East London—as opposed to the brilliantly efficient service of the Air Raid Precautions, Women's Voluntary Services, fire fighters, rescue squads, etc.—is due to two main factors. First, the authorities have ill-defined functions. Second, preparations were all based on a conception of war that has been falsified by events.

The most terrible confirmation of the muddle of authorities is the record you will get from any homeless person whom you find wandering among the ruins. Take for example a woman and her daughter whom we found in a ruined street just off an area devastated by a large explosion. This woman, after long wandering about, went to one of the departments which should deal with her case. She was sent in all to five different addresses in her utterly worn-out condition, kept waiting as long as two hours in some cases and finally reached an address where she was told to come back at 9 the next morning. We calculated that this involved a walk of five miles.

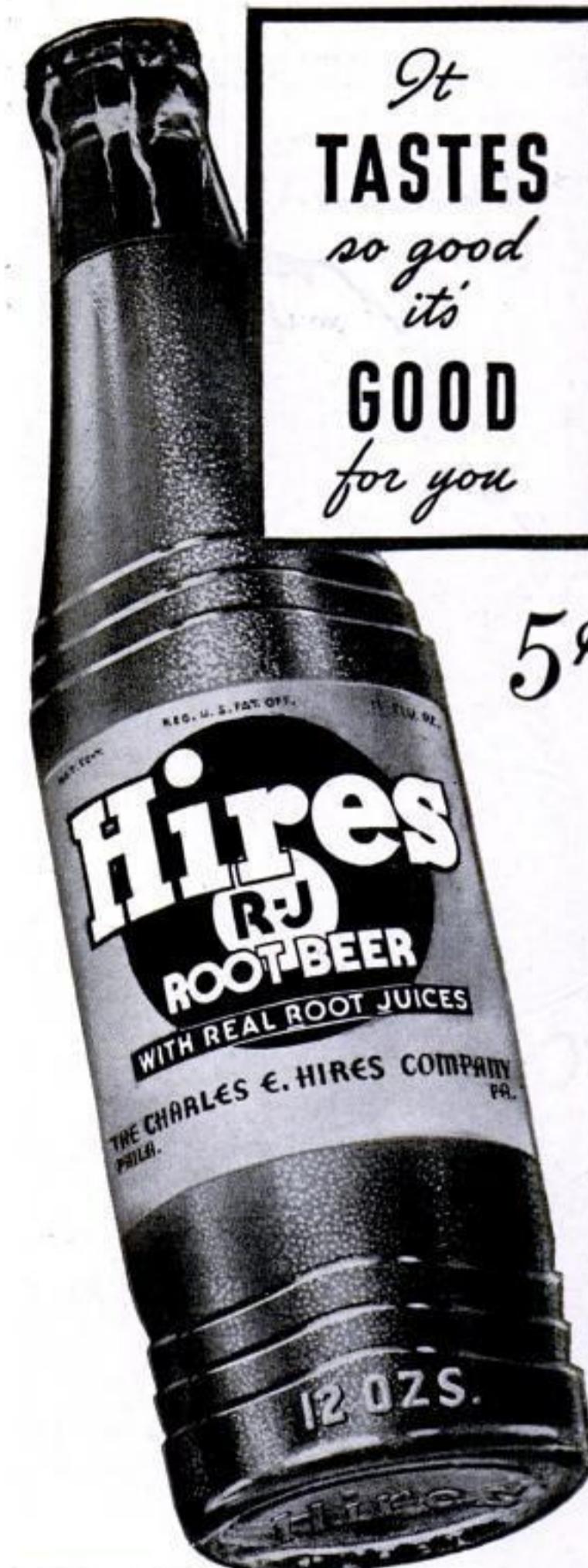
Everything was done to prepare for death and injury. Tens of thousands of papier-mâché coffins were ready; excellent hospital arrangements were made; first-class ambulance and first-aid and nursing arrangements were ready. But no thought had been taken for the living and uninjured homeless. Obviously if there were many dead there would also be many homeless. (In the West End, people dug out of their shelters are immediately taken off in taxis to hotels, given hot drinks and warm beds in an underground shelter—as they should be.) Some of these people in East London wandered about for 13 hours, having lost every possession in the world except what they stood up in, and were directed to a series of addresses which involved as much as eight miles of walking before they were cared for.

Although the number of casualties has been far less than the authorities expected, it has been greater than the press and wireless suggest. No one knows what the real figures are because no attempt is made or can be usefully made to dig out the bodies. I give one case about which I know. A house was destroyed and two bodies dug out. It was proposed to stop digging. The priest said it must proceed because he knew a particular woman must be buried there. Next day three more bodies were found. He insisted that the digging should continue because the woman had still not been found. A third day's digging found two more bodies. The woman whom the priest looked for was found on the fourth day.

The danger of epidemics is already grave. Shelters which are now laboratories for the culture of germs can be fumigated and kept clean if the numbers using them are limited and the sick have been evacuated. Otherwise, diphtheria, rumored in shelters, skin diseases already reported, cerebro-spinal fever already reported (in the medical papers) as increasing, and other diseases are certain. An influenza plague is likely—the cycle for an epidemic comes this year in any

It TASTES so good it's GOOD for you

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The Jayson Whitehall is the ultimate in a white shirt. The broadcloth fabric is costlier and finer in weave...the Troy tailoring details and construction features are better than in any other nationally known shirt at this price. Never be satisfied with less than this perfection. Dealers everywhere, or write and we will see that you are served.

F. JACOBSON & SONS, INC., 1115 BROADWAY, NEW YORK

WHITEHALL
by Jayson
with CELANENE WRINKLE-FREE COLLAR

(continued on p. 22)



Very new, Very warm, Very lovely — and Very hard to believe*

*[THAT IT COSTS ONLY \$5]

YES, blankets can be exciting! Here's an altogether different kind of blanket, blended to a new formula of warmth and wear. It's the new *Lady Pepperell DeLuxe*!

TEN years ago it couldn't have been made at any price. Five years ago it might have cost more than \$10. But today you can buy this excitingly different kind of blanket for just \$5.

You've never seen a blanket quite like the new *Lady Pepperell DeLuxe*. The blending of rayon and natural fibres gives the blanket an amazing beauty. When you first see it — thick and soft

with a deep, downy nap, bound with ribbon five inches wide — you'd guess its price about double what it really is.

Warm? Actual tests have proved that the *Lady Pepperell DeLuxe* is equal in warmth to blankets selling for as much as 50% more.

In wear, too, the *Lady Pepperell DeLuxe* makes news! For repeated wash tests have shown only minimum shrinkage. It will always fit your bed.

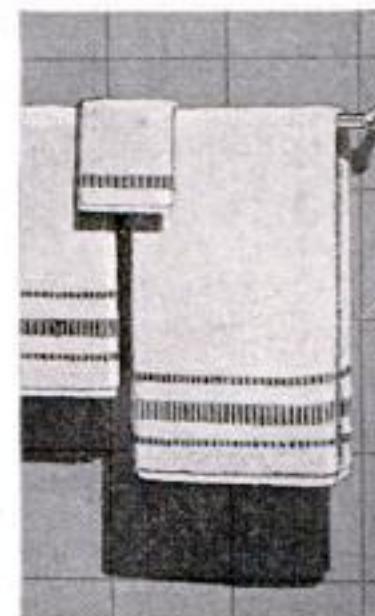
If you don't believe that blankets can be exciting, wait till you see the new *Lady Pepperell DeLuxe*. But don't wait long! Now you can buy the luxurious blankets you've always wanted. See the *Lady Pepperell DeLuxe* — extra long to tuck in firmly (6 feet wide, 7½ feet long). Twelve colors. For about \$5. Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts.



Reg. U.S. Pat. Off.
Lady Pepperell De Luxe
is the first Crown Tested Blanket. Tested for Construction,
Dry Cleaning, Shrinkage, Colorfastness, and Durability.



Pepperell Sheets and Pillowcases. Pepperell sheets for every purse and every purpose. Four famous grades from sturdiest muslin to silk-iest percale. Quality-tested in the Pepperell laboratories. At about 98c, \$1.29, \$1.49, and \$2.25.



Lady Pepperell Towels . . . So much more thirsty than the ordinary towel. Soft, fleecy, and inexpensive. About 49c.



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Pepperell Work Clothes Fabrics. Coverts, chambrays, herringbones. Sanforized, color-fast.



When you go shopping, shop for Pepperell. From kitchen aprons to print dresses, from mattress pads to men's shirts, from luncheon cloths to crib blankets — hundreds of different garments and articles for household use are made of Pepperell fabrics. And wherever you see the Pepperell label you can be sure of quality and extra value. More than 383 fabrics bear the Pepperell name.

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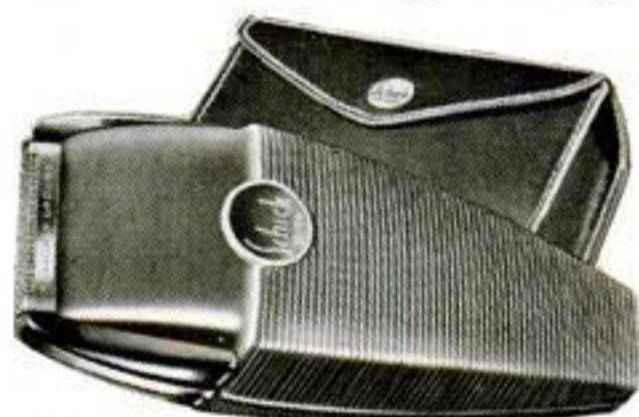
**SO YOU'RE
"A HARD MAN TO SHAVE"?
-Not now!
HOLLOW GROUND**

Schick Shaver's new 2-M Shearing Head is hollow-ground to whisk your whiskers off 30% quicker—and clean as a whistle!

Most men like to think they're pretty tough—when it comes to shaving their manly faces free of bristles.

As a matter of fact, most whiskers are tough—till they meet up with Schick's New 2-M Shearing Head that's *hollow-ground* to arch the skin and make the whiskers stand up to be sheared off.

Then it's good-by beard—because the Flying Shuttle Shearer, performing more than 14,000 cutting operations per minute, snips those bristles off square—right



NEW SCHICK FLYER—has the new 2-M Hollow-Ground Shearing Head. Styled in burgundy plastic with silver-colored Whisk-Its. Complete with genuine leather case for only \$12.50.

NEW SCHICK COLONEL—the last word in Schick slickness! Executed in rich ivory plastic with gold-colored Whisk-Its. Built-in radio static suppressor. Complete with simulated alligator tuck-away case for only \$15.00. (Or, packed in de luxe Dress-Kit, \$17.50.)

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... Get this 2-M Head for your shaver!

We made this marvelous new 2-M Head so that it can be used on any of the 2,500,000 Schick Shavers now in service!

83.00 brings your present Schick right up to the minute. You get the new head expertly fitted, and the whole shaver inspected, cleaned, lubricated, and adjusted free of charge. Simply take your shaver to your nearest dealer—or send it to us at the factory in Stamford—or take it to a Schick Shaver Service Office in:

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BOSTON BROOKLYN DALLAS DENVER INDIANAPOLIS KANSAS CITY, MO. NEW YORK PORTLAND, ME. SEATTLE
BUFFALO

(See Classified Telephone Directory for street address)

*nothing Quicker
nothing Slicker* **NEW SCHICK SHAVER** SUPER SLICK

FROM LIFE'S CORRESPONDENTS

(continued)

case. I need not point to the danger of the growing lice population. Thousands of people now never undress for weeks on end.

Nothing too enthusiastic can be said for the extraordinary courage and good-humored fortitude with which the mass of East Enders have borne their incredible ordeal.

However severely the West End is hit, it cannot suffer as the East End does. When the East Enders loses his home he loses everything. His life's savings are in his furniture and his whole life bound up with that of the demolished streets. It is moving to see Union Jacks placed on demolished slums. "God Save the King" is planked above one of the worst scenes of desolation in East London. I talked to a man in the ruined streets of Dockland who was waiting after five days for someone to come from the council and tell him whether he could remain in his house, on which some of the roof was still standing, which had no gas or amenities or windows, but which was not actually flat. He was full of fun about it and more moving in his eagerness to stick to his job and his home, and in his concern for his wife than one or two broken figures I saw standing in desolation looking at what had been their homes.

But when all this and much more is said, there is a mood of anger about the lack of deep shelters. This does not come from political agitation but from the facts. Evacuation and deep shelters are human and urgent demands, reinforced by lack of a roof, lack of sleep, and lack of gas or heating. As the colder weather comes, they will become desperate demands if they are not at once satisfied. So far, these demands and the outrage at failure to deal with the homeless take no political tone and come from people irrespective of party. The Communist Party is much discredited and the Fascists, as the most experienced resident I know said to me, have disappeared, "at least for the present." That they will come back in a threatening form, if winter sees these grievances unchanged, no one will doubt.

I asked a minister of religion, who knows Dockland possibly better than anyone else living and who sleeps every night in the shelters, on what lines political discussion is now running in East London. He replied that there was indignation against the former Minister of Home Security Sir John Anderson. He said there was beginning also to be awkward questioning about the war. He had been at a meeting of local leaders. Not one of them was willing to give away an inch to Hitler. They were all willing to stick it. But, they asked, how was it possible to go on like this? They passed resolutions demanding shelters and evacuation and proper treatment for the homeless, and they added a question as to whether it was not possible to make terms and to end the war without giving in to Hitler. In another month, if things go on like this, he said that resolution "will have become a cry to stop the war" and not one of those who make it will want to give in to Hitler.

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for your
"Noggin"*

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HAIR TONIC**

**60¢ SIZE
HAIR OIL**

both for 76¢

Treat your scalp and hair to the benefits of these dependable hair preparations! Use Jeris Antiseptic Hair Tonic for invigorating massage, and to remove loose dandruff. Use Jeris Hair Oil to avoid dry scalp, and keep your hair immaculately groomed.

AT ALL DRUG STORES AND BARBER SHOPS

Perfumed Necessities

Just three of the myriad of fragrant Orloff creations designed to enhance your femininity. 1. A crisp cologne—Nikki, Gardenia Russe, Indies Spice, or Carnation Imperiale odeurs. 2. A Crinoline Basket, filled with two crinoline sachet boules and six sachet pillows. 3. A red-white-and-blue wardrobe sachet boule, scented with American Blossoms. At Smart Shops everywhere—\$1.00 ea. Look for the Orloff trademark.

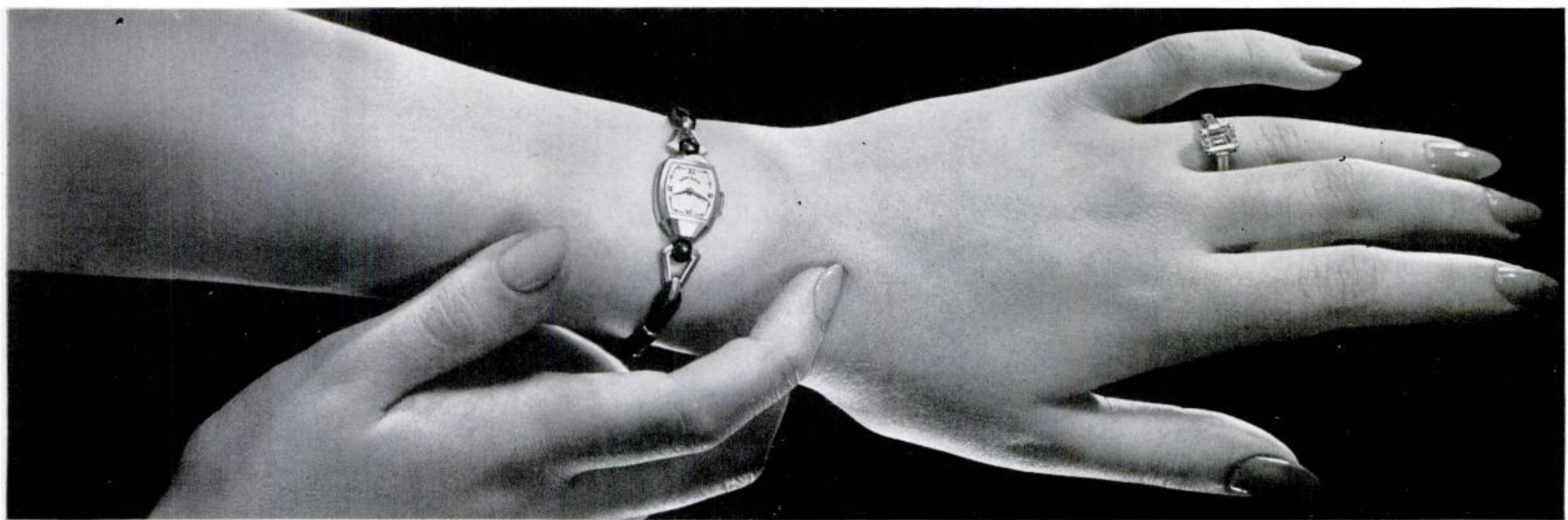
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now in the distinguished new "DEMI" size

SMALLER AND MORE CHARMING THAN EVER.

OBSERVATORY-CERTIFIED FOR ACCURACY.



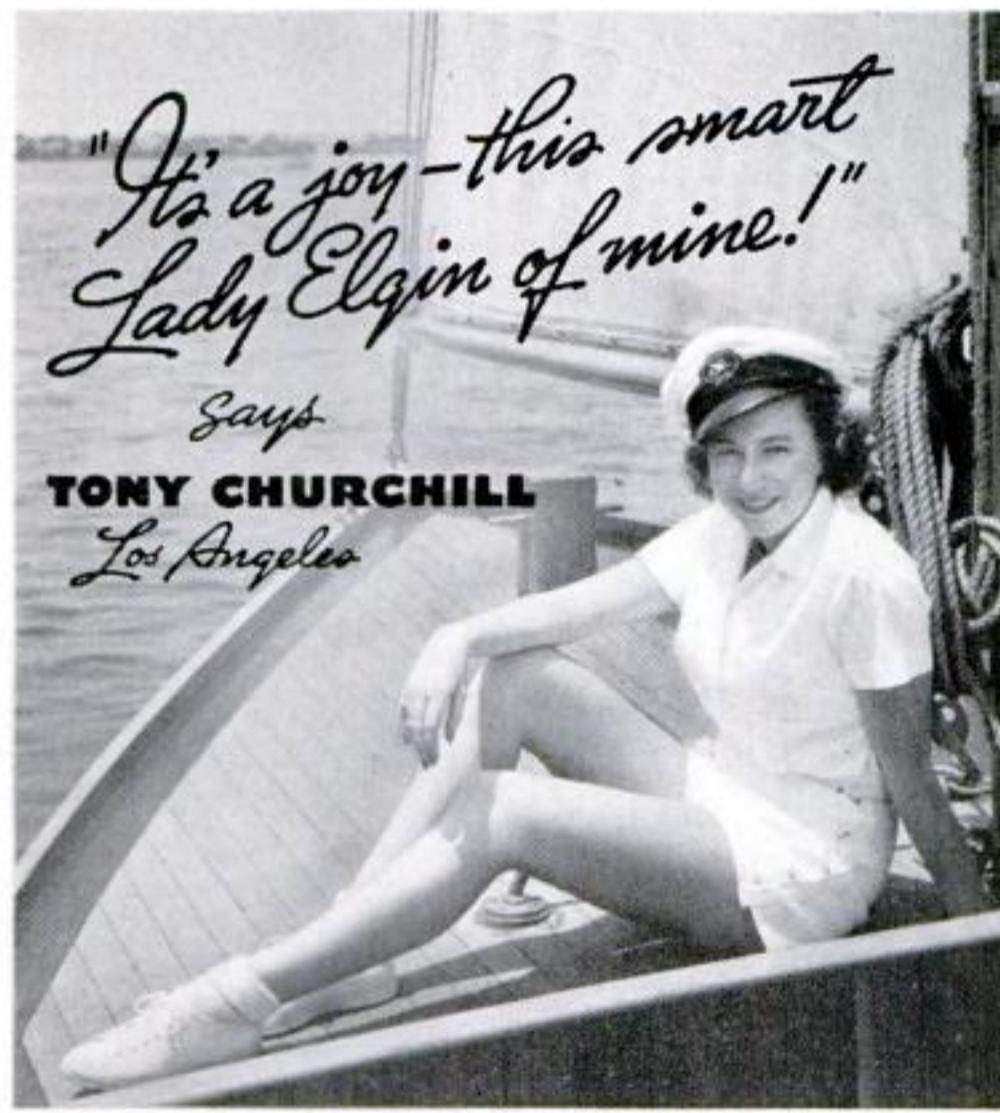
Newest Lady Elgin. Lapped 14K gold case with black overlay on ends. 19 jewels. No. 4201A. \$70.00

AMOMENT of enchantment—when one of the newest Lady Elgins circles your wrist!

The smaller "Demi" size gives a delicate, gem-like loveliness. Yet within each case is a 19-jewel, adjusted movement which has proved its superlative accuracy by tests in a great time observatory, and merited the ELGIN Observatory Certificate.

This new watch, like the celebrated Lord Elgin, is the creation of ELGIN'S unique partnership of fourth-generation American craftsmen and scientists. These timepieces are made from the finest of materials.

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● Charming Tony Churchill crewed on her father's 8-meter in the 1936 Olympics, also helped him win the Lipton and King of Spain Trophies. She's fond of archery and swimming, too. Tony is a Junior and Theta at UCLA. For three generations, the Churchills have depended on Elgins.

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See the "Demi" size Lady Elgins at your jeweler's now. See also the new Lord Elgins. You will recognize in them the same expert styling. Prices start at \$50.00. Available in Canada at slightly higher prices.

*Patents No. 1,974,695 and 2,072,489

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because she's such a swell housekeeper... keeps things spic and span and free from dust with **Kleenex**, the no-scratch tissue.

(from a letter by D. S., Pittsburgh, Pa.)

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for every "Kleenex True Confession" published. Mail to **KLEENEX** at 919 North Michigan Avenue Chicago, Ill.

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BY PUTTING A KLEENEX OVER THE MOUTHPIECE WHEN I TALK ON THE PUBLIC TELEPHONE... IT HELPS ME AVOID CATCHING GERMS WHILE I'M CATCHING MY MAN!

(from a letter by B. B., Chicago, Ill.)



LIFE'S PICTURES



LIFE's photographers are accustomed to whizzing across the country by fastest motorcar, train and airplane to fill their assignments. But when Hansel Mieth went down to Texas to cover the Matador Ranch (see pp. 69-76), she reverted to a rather primitive kind of transportation and rode around the ranch on a horse. Cowboys weren't accustomed to having ladies along with them when they worked cattle. Very politely they gave Miss Mieth a roll of bedding which she accepted gratefully. After one night, however, she had to discard it because it was full of fleas, which didn't bother the cowhands but distinctly bothered Miss Mieth. The cowhands were fine to Miss Mieth and even curbed their free and easy language when she was around.

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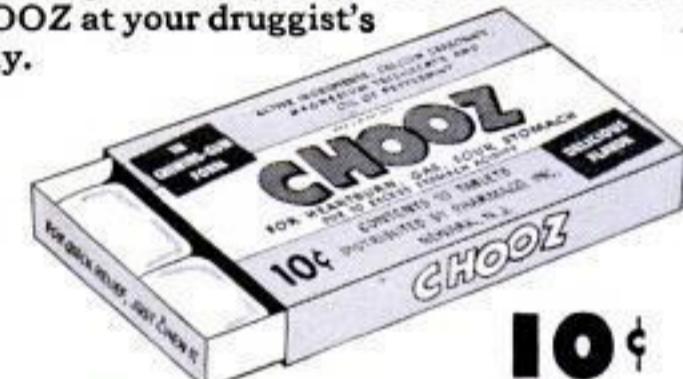
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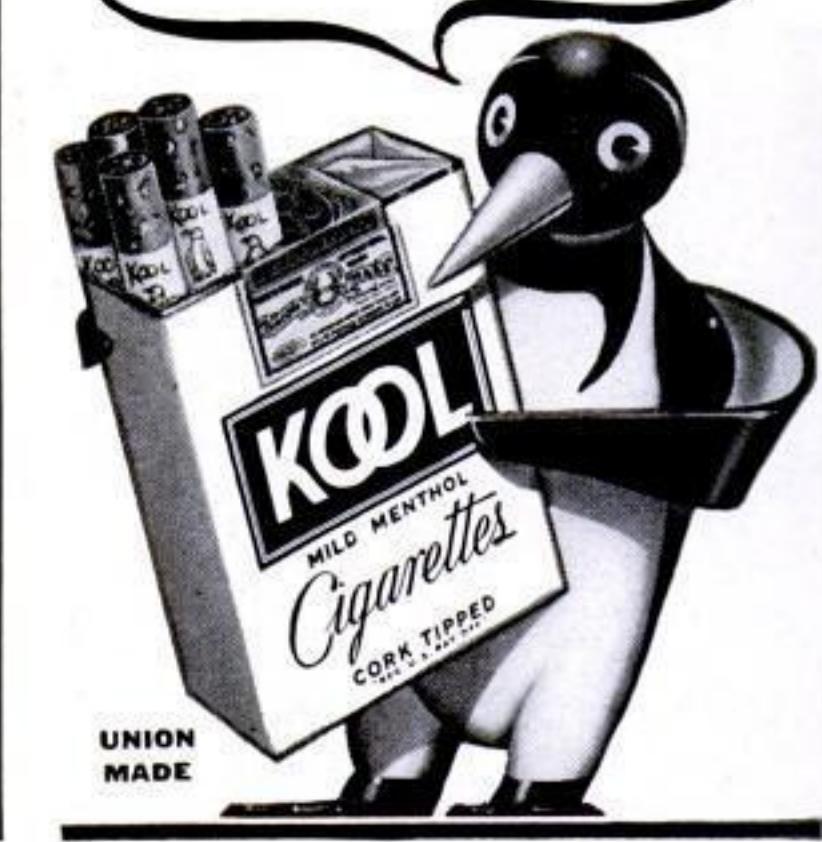
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Chew it for quick relief of acid indigestion
 So Delicious—So Handy

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KOOLS NOW COST NO MORE THAN OTHER POPULAR BRANDS

And you get valuable golden coupons with KOOLS—America's finest mentholated cigarette.



Adopt the Kleenex Habit

KLEENEX *DISPOSABLE TISSUES (*Trade Mark Reg. U. S. Pat. Off.)



*Are we
Proud!*

"I'm ready to admit it now. Actually Jim and I were losing some of our best friends . . . all because our home—well, it really was getting to look dingy and shabby. To tell the truth we were *ashamed* to have our friends see our home."

"And when those new people next door had their house painted . . . the contrast was just *too* much. That's when Jim got busy and called a good Painting Contractor."

"You are making a wise decision," our friend the Painting Contractor said. "Right now is the best time of the year to paint. *Gum Turpentine* paint* will make your home look spick and span, inside and out, for years to come."

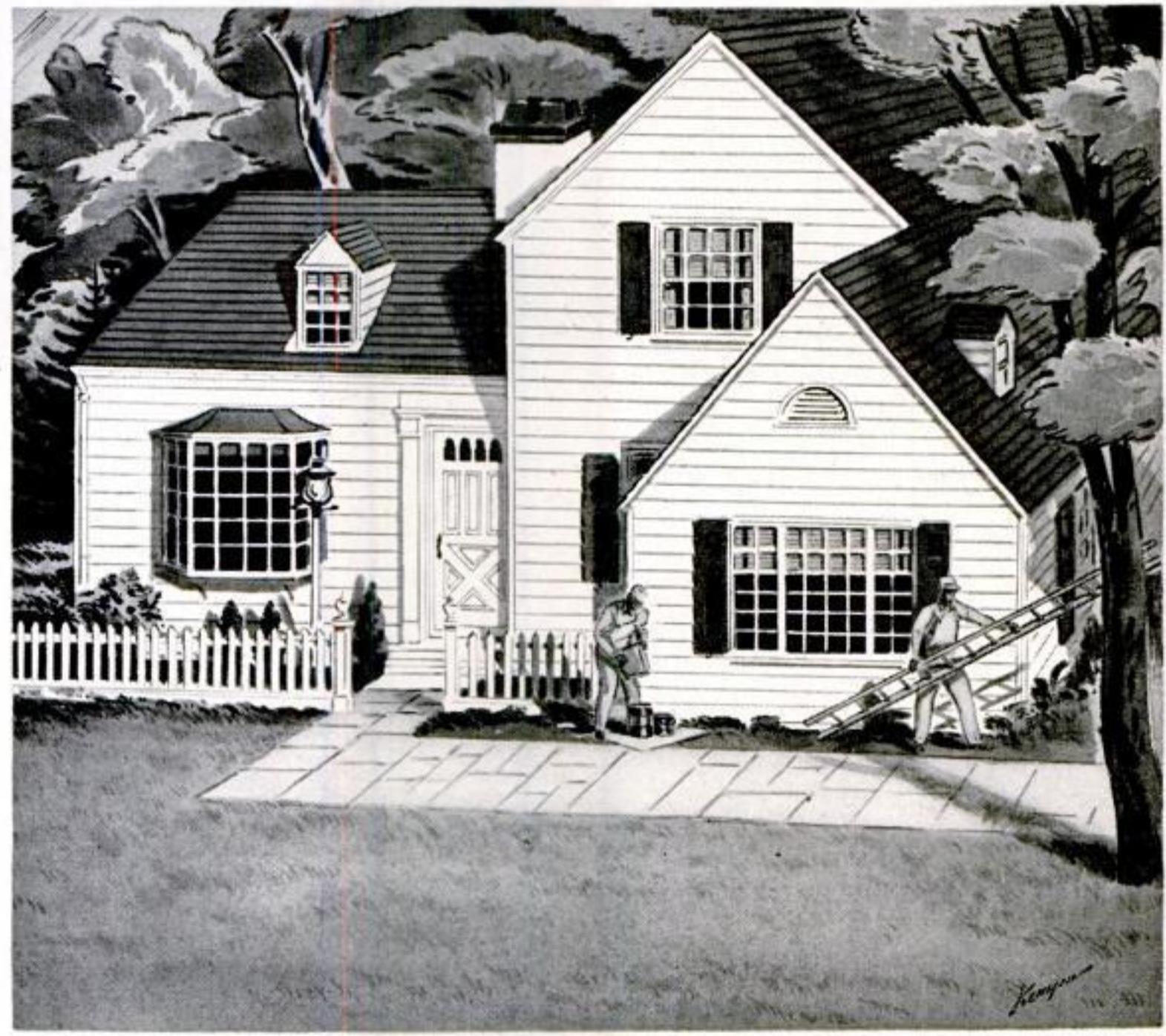
Jim spoke up, "What's *Gum Turpentine* paint?"

"It takes *Gum Turpentine* to make good paint," replied the P. C. "Gum Turpentine is the one dependable solvent and

thinner for all good paints, varnishes and enamels. Substitutes may ruin the paint job. That's why all real painters prefer *Gum Turpentine* paint. For beauty and long wear, there's nothing to equal high quality pigments, oil and *Gum Turpentine*—and in paint the best is cheapest."

"Well, you should see Jim show off our home now. Proud as a peacock . . . and so am I! After all, if you can't be proud of your home, what *can* you be proud of?"

Look at your home today. Why not call a reliable Painting Contractor and let him show you how *Gum Turpentine* paint will bring back all the original charm and beauty of your home. The cost is less than you think and easy time payments can be arranged. Be sure to Specify *Gum Turpentine* Paint.



*9 TO 1 CHOICE OF

Painters may have their preference as to brands of paint or pigments. Some prefer prepared paints while others mix their own. But there is one thing all real painters agree upon:

"It Takes Gum Turpentine to Make Good Paint"

9 out of 10 Painting Contractors use *Gum Turpentine* in painting their own homes, according to a recent National survey. *Gum Turpentine* is the lifeblood of paint. It penetrates and anchors the paint into the surface. It has a plasticizing effect on the film, making it tougher and more durable. Don't take chances,

SPECIFY GUM TURPENTINE FOR EVERY PAINT JOB →



PAINTING CONTRACTORS



**LOOK FOR THE
AT-FA SEAL**

All Canned *Gum Turpentine* which bears the AT-FA Seal is approved by the American Turpentine Farmers Association Cooperative. Sold by all good paint stores, hardware stores, lumber supply dealers, 5-gal., 1-gal., qts., pts. Also 6-oz. cans at drug stores, 5 and 10c stores, grocery stores.

FREE!



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Please send me booklet, "1501 Painting Contractors Tell You How To Get The Best Paint Job."

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WHY do we print a picture of a boy and his dog?

It is to remind you that in this changing world there are some things that never change. Things such as the loyalty and devotion of a boy and dog to each other.

A trivial bit of sentiment? Not at all. In fact, it emphasizes a great truth. Basic human nature never changes.

Have such concepts as *home, mother, children*, lost their meaning? *Faith, character, ideals*—are these mere words?

Temporarily the old values may seem to be out the window. Actually, they are as unchanging as the Pyramids.

Business, too, has traditions that stand like a rock. Traditions such as believing that the priceless ingredient of every product is the honor and integrity of its maker.



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LIFE

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October 21, 1940

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LIFE'S COVER. Making a magazine cover is such a common occurrence in the Hoff family that it hardly creates a ripple. Mardee Hoff, photographed in one of the new torso-length cardigans on this week's cover, has for the past three years been one of the most popular models with both photographers and illustrators. Pastel drawings of beautiful girls by her father, Guy Hoff, have appeared on scores of covers. Now Mardee herself is learning to be an illustrator to add to the Hoff scrapbook of magazine covers. For sweater news see pages 62-64.

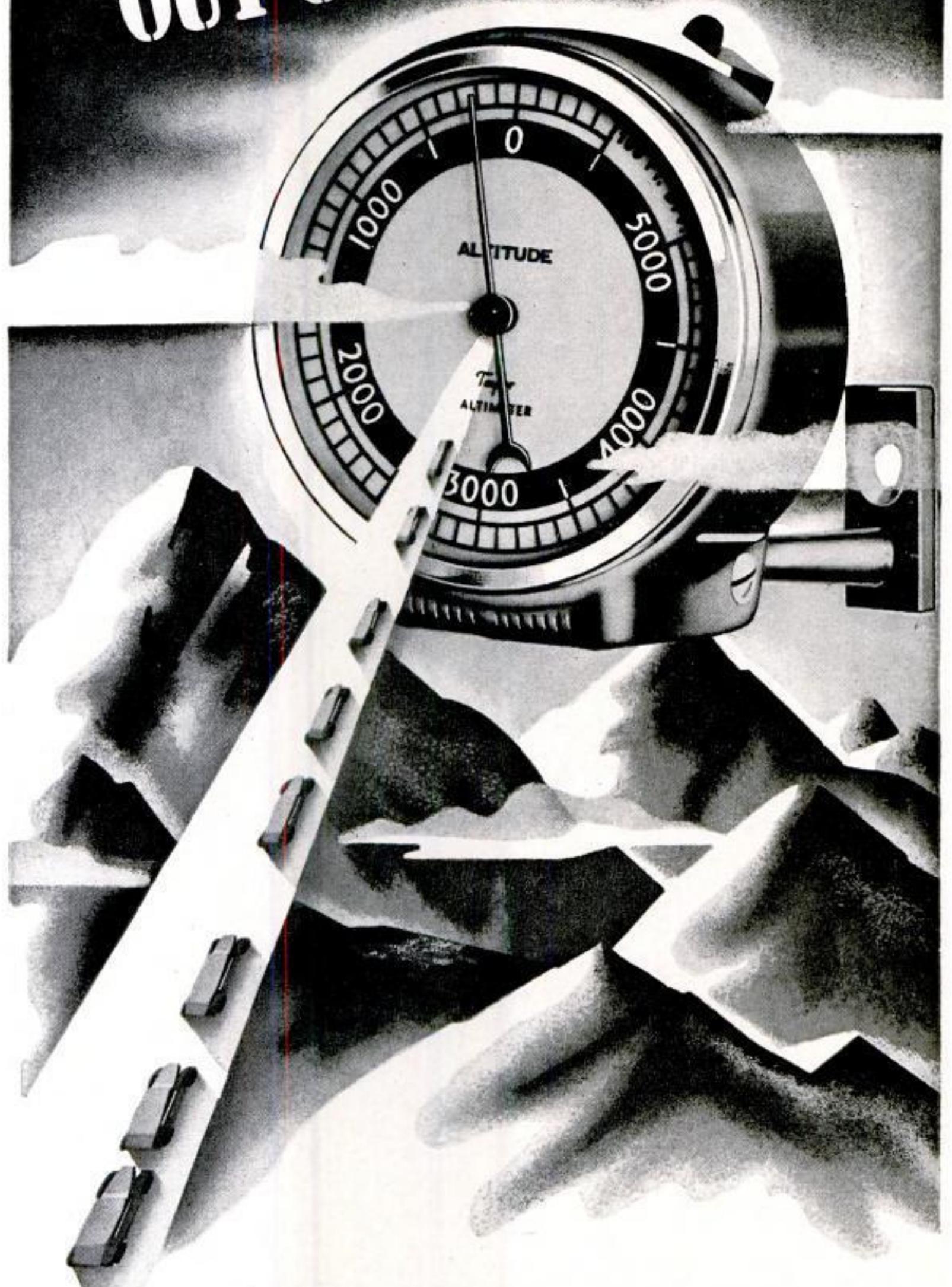
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GET A NEW KICK
OUT OF TOURING



GET A TAYLOR AUTO ALTIMETER... TELLS YOU HOW HIGH YOU ARE! \$5.00*

YOU'VE known how far and how fast — now the Taylor Auto Altimeter tells you *how high* you've driven. At a glance you can instantly see how far above sea level you've climbed.

Can you read time on your watch? It's just as easy to read altitude on the Taylor Auto Altimeter. All you do is set the indicating hand to the elevation of the point where you start your trip. If you don't know what it is, call your local Weather Bureau—they'll tell you. Automatically and accurately the Taylor Auto Altimeter indicates all the changes in altitude from that point.

Here's one of the nice things about the Taylor Auto Altimeter: you can install it in your car in less than a minute—on the center post of the windshield, the windshield moulding, even the back seat. Its handsome warm brown plastic case har-

monizes with any color—the chromium bracket that holds it matches modern car fittings.

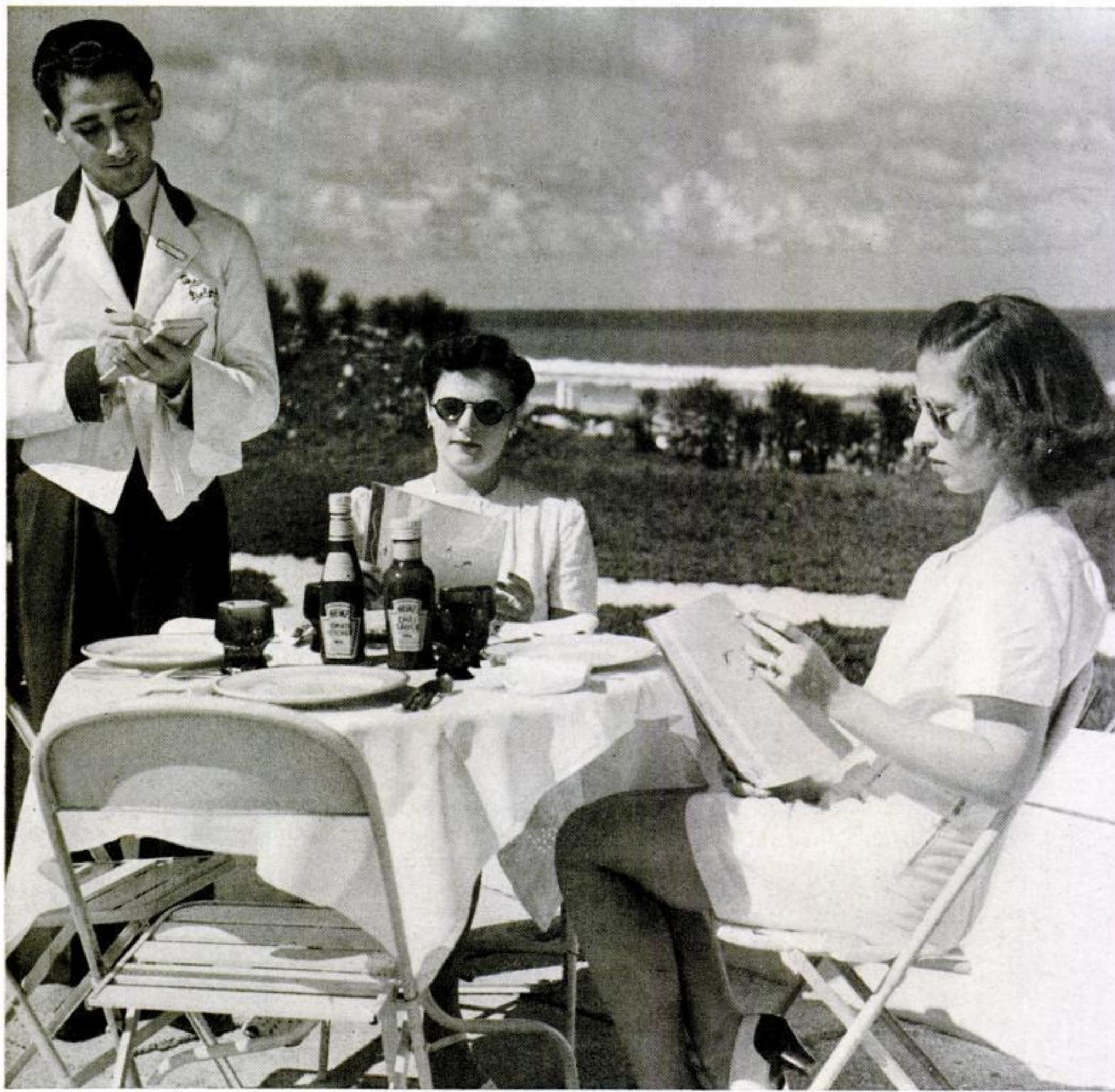
The Taylor Auto Altimeter is similar to airplane altimeters. It has nothing to get out of order. One model registers up to 5,000 feet, in 100-foot divisions, price \$5*; a second model registers to 10,000 feet, in 100-foot divisions, price \$6.*

Look for your Taylor Auto Altimeter at auto accessory, hardware, department or sporting goods stores. If your dealer can't supply you, write direct to Taylor. We'll ship your order promptly, postage prepaid. Now's the time to get the Taylor Auto Altimeter, for new touring thrills this fall. It makes a great Christmas gift, too, for your car-owning friends. Taylor Instrument Companies, Dept. AL 10, Rochester, N. Y.

*Prices slightly higher west of Rockies and in Canada

Taylor AUTO ALTIMETER

RED MEANS STOP... AND EAT



St. Augustine, Fla.: To Marineland, 18 miles south of this historic city, come thousands of tourists each year to marvel at the world's most dramatic presentation of marine life. Through 200 portholes in two giant aquarium tanks, visitors gaze at porpoise, sharks, and colorful tropic fish living much as they do in the open sea. As famous as the ocean-aquarium itself, is Marineland's famous

Dolphin Restaurant overlooking the broad Atlantic. Here on the breeze-swept terrace, one may enjoy delicious seafood concoctions. Here, too, the most popular sauces called for are Heinz Tomato Ketchup and Heinz Chili Sauce. Patrons like the extra flavor-touch these rich condiments lend to seafood, steaks and sandwiches, and use them generously on their favorite dishes.



Philadelphia, Pa.: Grins of appreciation light up the faces of newspaper and insurance men, as they reach for rich, mouth-watering Heinz Ketchup in Philadelphia's renowned State House Restaurant. Waiters report zesty Heinz Worcestershire Sauce another ranking favorite at this popular eating place.

RESTAURANTS that put their best food forward invariably insist on the world's finest sauces to grace their tables. That's why a bottle of thick, luscious Heinz Tomato Ketchup is a sure guide to a good meal. Heinz Ketchup outsells all other condiments because folks everywhere like the full-bodied flavor of prize tomatoes picked fresh-from-the-vine, the subtle seasoning of rare spices, and the snappy tang of aged-in-wood vinegars such as Heinz uses. Ask for Heinz Ketchup when dining out and let its exciting flavor add to the enjoyment of meals served at home.

● Take advantage of specials your grocer is featuring during **National Retail Grocers Week—October 21-26.**

57



Washington, D. C.: As breezy as a trip down Chesapeake Bay, is a seat at O'Donnell's Sea Grill. Murals give the tang of salt air to match the tang of the good seafood served here to Washington notables. Invitations to appetite are the big red bottles of Heinz Tomato Ketchup found on every table.



New York City: At Lindy's on Broadway, stars of stage, screen and radio greet famous columnists and sports writers. All are enthusiastic over Lindy's specialty—tempting, hearty sandwiches, made more enticing by liberal helpings of Heinz Ketchup. Lindy believes his customers deserve the high quality of the 57 Varieties.



Dallas, Tex.: Famous "name-bands" plus cosmopolitan cookery account for the popularity of the Century Room at the Adolphus Hotel. Folks who come to dine and dance naturally expect quality condiments to match the high standard of foods served. And they are always pleased to discover another famous name—Heinz—on the bottles of Ketchup or Chili Sauce served here.

THIS GREAT MOMENT

A STATEMENT BY THE EDITOR OF LIFE

In this place last May, I published an article urging Americans to get ready to fight. That was the first time in my 17 years as an editor that I undertook to urge my views upon my readers. I did so last May for two reasons: first, because what I had to say was important; second, because what I had to say was not being said with sufficient honesty and strength by enough other people.

The response to what I said had a totally unexpected result. It proved that there was no necessity to urge my views but that there was great need to give public expression to certain basic convictions which were already forming in the minds and hearts of the overwhelming majority of LIFE's readers.

Now, in this fateful October, many readers of LIFE have urged me to state my views on the Presidential election. They say that this election is an event of incalculable importance in the life of the American people and the American Republic. I agree. They say that for many reasons, including the confusion of war, many citizens are not giving enough thought to this election and many others are thinking so hard they get going in circles and that therefore every man in America who might be listened to, ought to speak out. I agree. They say, furthermore, that the readers of LIFE can determine the outcome of this election. I agree. They can.

Nevertheless, I believe that the great majority of the readers of LIFE would not want me to "come out" for one candidate or the other. The readers of LIFE know that their magazine does not hesitate to express its views on all manner of topics. They know that in every issue, and on nearly every page of every issue, LIFE gives credit where credit is due, points with pride, views with alarm. They know that LIFE is deeply concerned with the problems of this nation at this time. It pulls no punches. But the readers of LIFE also know that in setting forth these problems and in discussing them, LIFE does so in a strictly non-partisan spirit. I think that is a good way for LIFE to be and I have faith that it can keep on being that way right through the grim and difficult years ahead of us.

Paradoxically, therefore, the readers of LIFE, as I understand them, want their Editor to talk with them in deepest sincerity about this election; but they don't want him to tell them how to vote. It is a difficult assignment. Here goes.

• • •

This is the most important American election since 1860. It is more than that—it is probably the most important election ever held anywhere in the world under free and unrestricted suffrage. The outcome of this election may well determine the conditions of human life for the rest of this century not only on this continent but on this entire planet.

In all the brief history of the ballot it has always made a difference which man and which principles were voted in and voted out. And this time it makes more difference than ever—because this *may* be the last time in this century that free men will determine what men and what principles shall govern them.

With the above statement, no thinking American can disagree. But it is evident that a great many Americans do not *feel* in their bones the overwhelming importance of this election. And therefore what I have just said is worth saying on behalf of all LIFE's readers even if nothing else is.

• • •

The highest values in human life are at stake in this election because the struggle regarding them has come to a catastrophic climax in world affairs. But these values are not only at stake "over there." They are at stake here.

If the world today is an unpleasant, unproductive, un-hopeful and dangerous place to live in, we Americans are just as much to blame for it as any people anywhere. For, as a practical matter, our problems—the problems we have failed to solve for our own good—have actually been very simple compared with the problems of the peoples of Europe and Asia. And, as a spiritual matter, we Americans ought to have known better than anybody else how to preserve and expand freedom and justice and brotherhood. Who should know about freedom if we do not know about freedom? Who should know about justice if we do not know about justice? Who should know about brotherhood if we do not know about brotherhood?

And so I say that these values are at stake in this election because they are at stake *here*—not only "over there."

• • •

Now that we know that these values have been betrayed, now that we are resolved that they shall no longer be betrayed by us, what is it exactly we have to do about them in an election booth? We cannot *vote* for Freedom and Justice and Brotherhood—we can only vote for a couple of parties and a couple of candidates. Surely for the reinvigoration of our ideals it is not to the ballot box we must go—but rather to Church and to Work.

There are three things which an aroused and a free people have to do on election day:

First, what they have to do is to vote merely for the sake of voting—for that is the one thing we can all do together—all of us, rich and poor, wise and foolish, Easterners and Westerners, farmers and city folk. I am not going to urge you to vote. I am simply going to express my opinion that anyone who does not vote at this election is a traitor to the Republic. And never knowingly will I shake hands with

CONTINUED ON NEXT PAGE

THIS GREAT MOMENT (continued)

him or sit down to a meal with him. For, in the hour of gravest peril, he failed to do the only specific duty which is laid upon him as a citizen of this Republic. No one has a "duty" to be President, no one even has a "duty" to be a soldier until summoned by our Commander in Chief, but the humblest or laziest member of our society has a duty to vote.

Second, at the ballot box especially in a national election, a free people can affirm their common allegiance to the ideals from which springs their Freedom. *To affirm*—that is the only important thing you can do once you have done your duty by going to the polling place. Bill Smith may *affirm* by voting Republican. Joe Jones may *affirm* by voting Democratic. The question is—did they, did you *affirm*? No one will ever know whether or not you did *affirm*—no one except yourself and your most intimate friends.

If you vote because you think that you *personally* (or your group) are going to be better off if one side or the other wins—that is a very good reason for voting. But that is not—"to affirm."

You will not be affirming your ideals if you vote because you think you will personally gain something by it. You will not be affirming your ideals if you vote out of ignorance. (In this country no one is obliged to be ignorant.) You will not be affirming your ideals if you make your choice for a President of all America on the basis of some local issue or some local prejudice.

The most concrete thing you must *affirm* is that you believe in all of America, one union, indivisible, now and forever. This is your one chance to behave as a citizen of all America. If you vote only as an inhabitant of Sedalia, Mo. or of the Mountain States or of The Bronx, you are unworthy of the title of Citizen of America. Is America too big for us? Let us try in this election to grow up to it.

Then how is affirmation made? This is how I am going to make my affirmation. As I cast my ballot I am going to say to myself: "I am not wise enough to be absolutely sure who ought to be elected President but I cast this ballot solely in the belief that it is for the good of all America—and for the advancement of Freedom and Justice and Goodwill on Earth."

Third. At the ballot box we can fulfill the one duty we have in common—which is merely to vote. At the ballot box we can affirm our ideals by voting in the light of our highest ideals and for no other reason. Finally, of course, we have to do one more thing—we have to choose. Shall it be—Roosevelt or Willkie? We cannot get away from it. It's tough. All our sense of duty, all our theories, all our ideals—with them and in spite of them, we have to get right down to cases—shall I vote for this guy or that guy? Maybe after all, it doesn't make any difference. I repeat: it makes a terrific difference. In all our history it has always made a difference. In all the brief history of the ballot it has always made a difference which man and which principles were voted in and voted out. And this time it makes more difference than ever—because this *may* be the last time in this century that free men will determine what men and what principles shall govern them.

Whether or not we and our children will be able to vote as free men in 1944 and in 1964 depends upon whether this Republic survives as a constitutional democracy in the next four years. Whether or not this Republic survives as a constitutional democracy depends upon just two things:

A. It depends upon whether or not we truly believe in constitutional representative government. If we truly believe, then we will have a passionate will to make it

work. Therefore, let every LIFE reader-voter ask himself and herself: "How do I best express my faith in constitutional representative government? How do I best express my determination to make it work? By voting for Roosevelt or by voting for Willkie?"

B. Everything else boils down to just one word: Efficiency. And it is perhaps by the word Efficiency that the man or woman who loves America can best make his decision at this moment in history.

Efficiency is not a very pleasant word. But this is not a very pleasant world. Efficiency cannot by itself build a pleasant world. But if this Republic does not very quickly become considerably more efficient, it will certainly be destroyed. This Republic cannot be destroyed by Adolf Hitler. On the contrary, if Adolf should blow up tomorrow and if this nation continued to be inefficient, the constitutional Republic of the United States could not possibly endure for more than ten years.

A fellow-editor with whom I was discussing what I had in mind to write urged me not to use the word "efficiency." He said it is not a very elevated or noble word. And many people will misunderstand it. Maybe it isn't and maybe they will. Nevertheless I give you this word as the password and secret weapon by which this Republic will either find or lose salvation. Let us by all means, on November 5, stand in the polling booth as if we stood on holy ground. But standing there let us acquit ourselves not as fools and boobs but as adult, self-reliant, determined and efficient men and women. American efficiency need not be German efficiency—indeed it is utterly impossible that it could be. American efficiency can be and must be American efficiency—the happiest, freest, greatest efficiency the world has ever known.

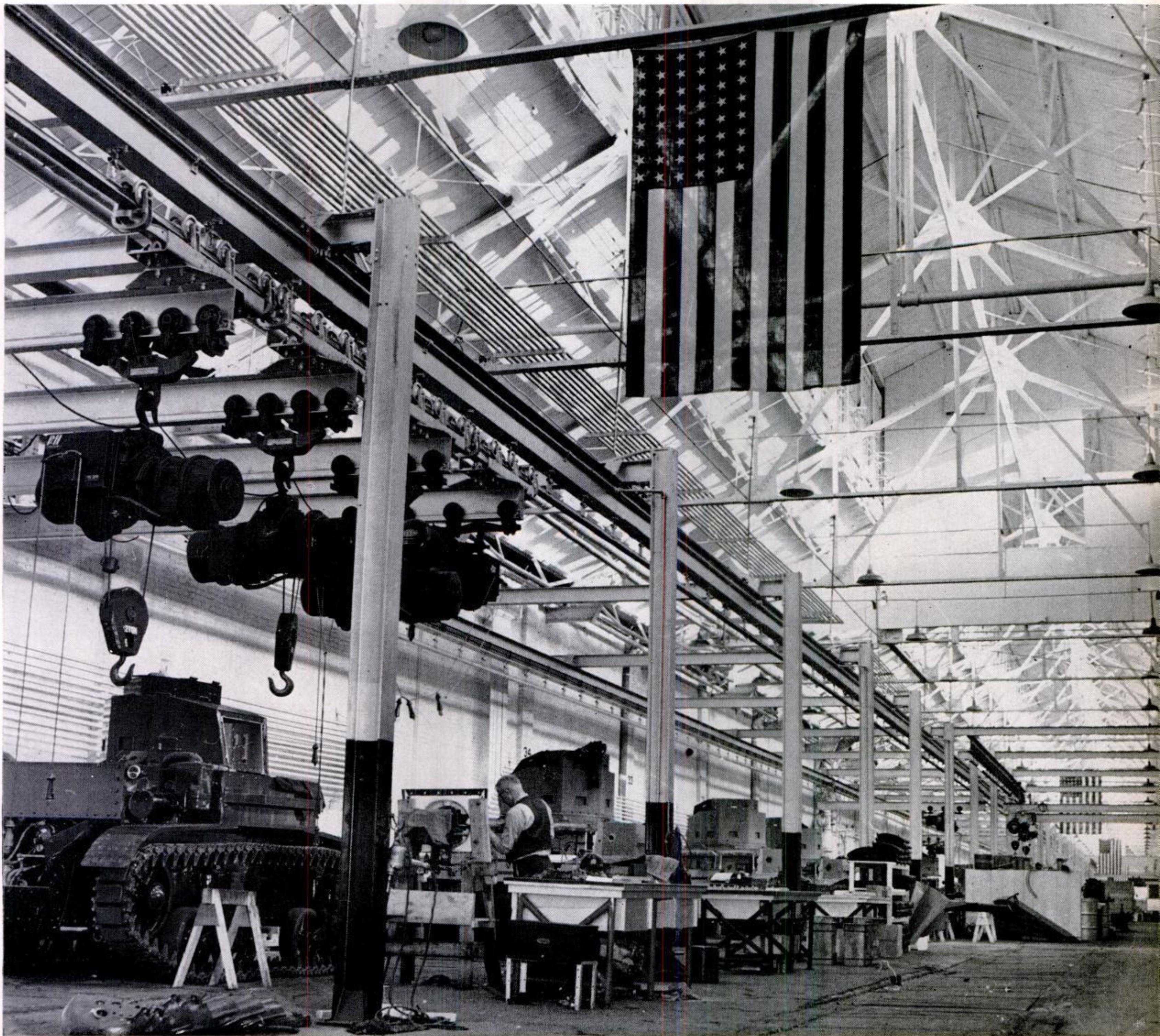
I like to talk about the personalities of Messrs. Roosevelt and Willkie—they are both extremely interesting. I like to talk about the principles which they represent because while they agree on many important details of contemporary life, I think they represent fundamentally divergent principles which, in triumph or defeat, will ultimately determine man's way of life not only on this continent but on this planet. But without any opinionated discussion of the personalities or the principles involved in this campaign, I can state what I believe to be without any question the most concrete and specific point in this campaign and that is: *Which man is more likely to contribute to the achievement of a mighty efficiency in this mighty land?*

Please note, I said "contribute." Neither of these men is going to *make* us efficient. Nobody is going to *make* America efficient until we become slaves. The only thing a President can do is to contribute, in larger measure than the rest of us, to the efficiency or the inefficiency of the people.

Mr. Roosevelt is not going to save America. Mr. Willkie is not going to save America. America is going to be saved by millions of Americans—by the readers of LIFE—or else it is not going to be saved.

The choice before us is the choice of an architect of a new efficiency for America—an efficiency in war, in peace, and in all the twilight zones through which we must pass. That is the immediate problem. It is a problem much too big for you or for me to solve alone. It is a problem which it is our most precious privilege and duty to begin to solve together on November 5. May God help us to be wise and brave in order that we and our children may be forever free.

HENRY R. LUCE



LIGHT TANKS ROLL OFF THE ASSEMBLY LINE IN AMERICAN CAR AND FOUNDRY'S BERWICK PLANT AT THE RATE OF THREE A DAY. WORKMEN HUNG THE AMERICAN FLAGS

U. S. INDUSTRY HUSTLES TO MEET THE NATION'S NEED FOR SPEED, SPEED, SPEED

Here you see a picture millions of Americans have been waiting for. Here, in the vast plant of the American Car and Foundry Co., new 12½-ton tanks are clattering down the assembly line.

But before the U. S. can consider itself secure and strong, this picture must be duplicated a thousand times in each big industrial plant in the land. Today no other U. S. firm is producing tanks in mass. That is one reason why William S. Knudsen, produc-

tion chief of the National Defense Advisory Commission, warned the nation last week not to be misled by the fact that contracts totalling \$8,000,000,000 had been signed. That is why President Roosevelt told Pittsburgh steel workers that he had but one message for them: "Speed up all you can."

Nothing irks the Defense Advisory Commission more than two opposing ideas in the public mind: 1) that contracts can produce roaring assembly lines

in two weeks, 2) that the U. S. will not be armed for ten years. To counteract these notions Mr. Knudsen let it be known last week that 2,400 airplane engines were produced in the U. S. during September, that monthly warplane production will exceed 900 in October, 1,250 in January. But the great fact about 1940's final weeks is that they are weeks in which U. S. industry will be tooling up. Not till 1941 will the forges of American armorers really begin to glow.



This is the new Packard factory for Rolls-Royce aircraft engines—still only a blueprint on a drafting board. Engineers are laying out an efficient mass-assembly line. The Packard con-

tract calls for 6,000 engines for Great Britain, 3,000 for the U.S. Next summer they will begin to come off the line at a rate of 20 a month. Soon the engine rate will rise to 42 daily.

U.S. WAR STRENGTH STILL IS ON THE DRAFTING TABLE

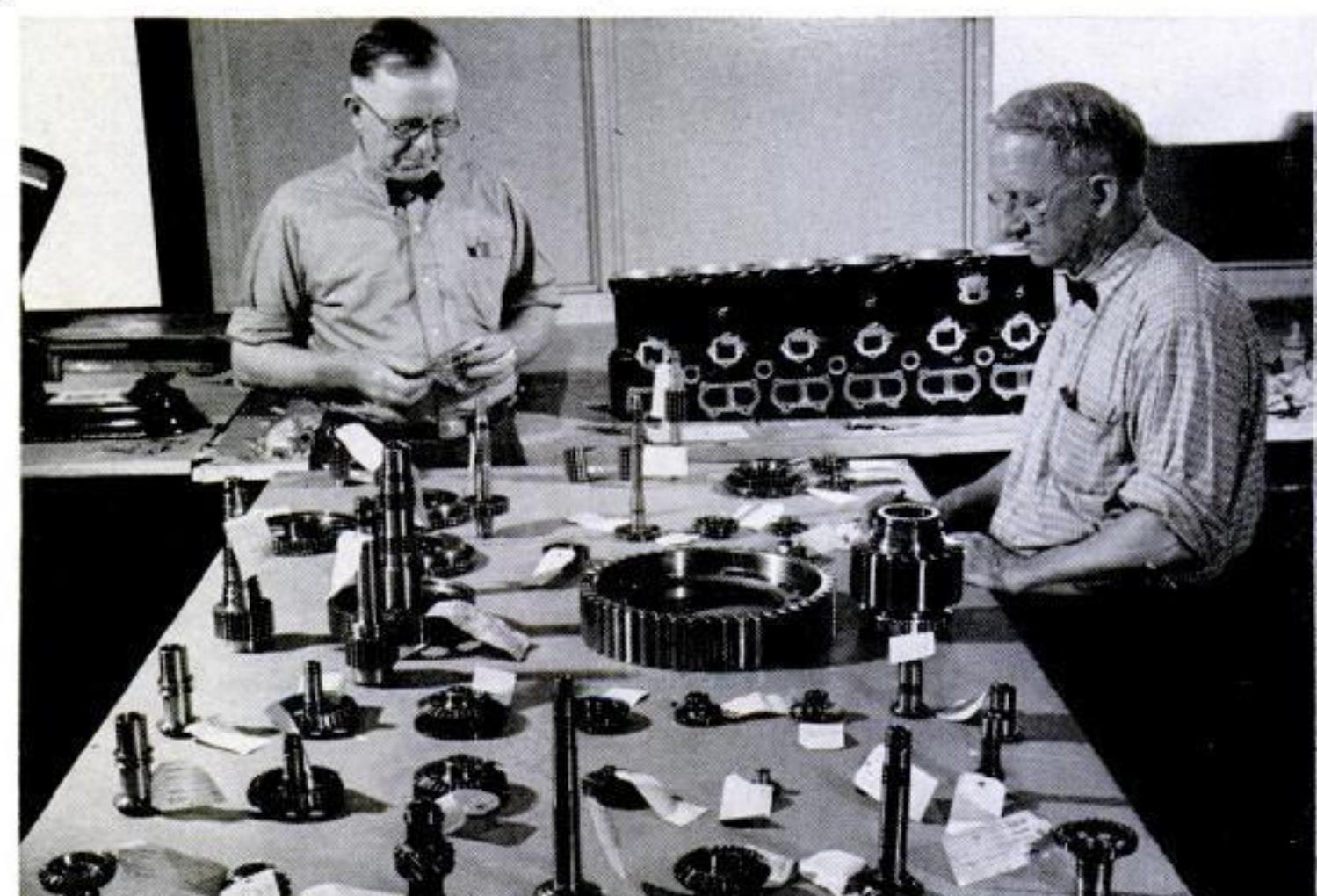
To ordinary Americans, scared by headlines from abroad, bewildered by big talk from Washington, it is exasperating to find that such placid office scenes as those shown here present an authentic picture of a nation preparing for war. Nevertheless it is true that in this chapter of U. S. rearmament, the star actors are not husky welders and foundrymen but bespectacled office workers bent over drafting boards far from the noise of hammers on steel.

New plants and new tools are the prime and cur-

rent needs of U. S. defense industries. It takes six months to build an automatic gear cutter; but once completed it will cut the gear teeth for a tank axle in two minutes. Over 1,000 separate drawings must be made for the carriage of a 155-mm. gun. Blueprints for a battleship weigh 30 tons. Every weapon of war is born from paper before it is shaped in steel. And though the workers you see above and at right seem unhurried, they too have heard the nation's demand last week for speed, speed, speed.



Just a sign is all that now exists on the site of Chrysler's projected tank factory. Contract calls for \$33,500,000 worth of 25-ton tanks. Production is scheduled to begin in fall of 1941.



Dozens of gears go into Rolls-Royce aircraft engines such as power Britain's famous Hurricane and Spitfire fighter planes. Since gears must be precision tooled, production is slow.



In Corpus Christi, Tex., architectural draftsmen work out details of \$13,000,000 air station for U. S. Navy. All these men are employed by firm of Lawrence Wood ("Chip") Robert,

former secretary of the Democratic National Committee. Mr. Robert resigned this post last month when critics pointed out that his company had won a number of government contracts.

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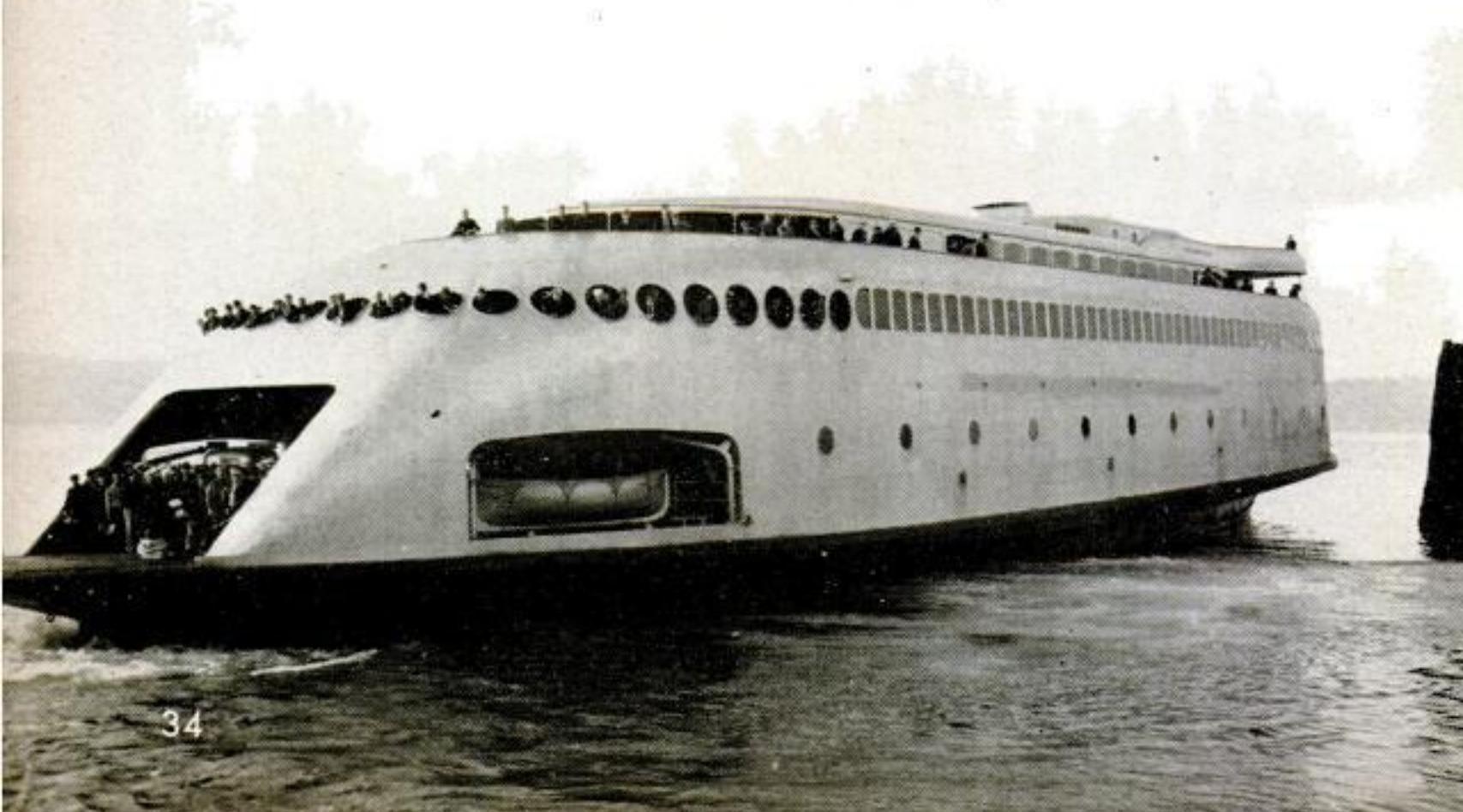


At quitting time many navy-yard workers go from jobs to vocational classes to study new skills. To a man they are proud of working for the Navy. They get good pay, do not strike.



IN BREMERTON'S CROWDED SCHOOLS MANY PUPILS FIND THEMSELVES WITHOUT SEATS

YARD WORKERS, CROSSING FROM SEATTLE TO BREMERTON, JAM FERRY "KALAKALA"



BUSY SHIPYARD SADDLES BREMERTON WITH ALL THE PROBLEMS OF A BOOM



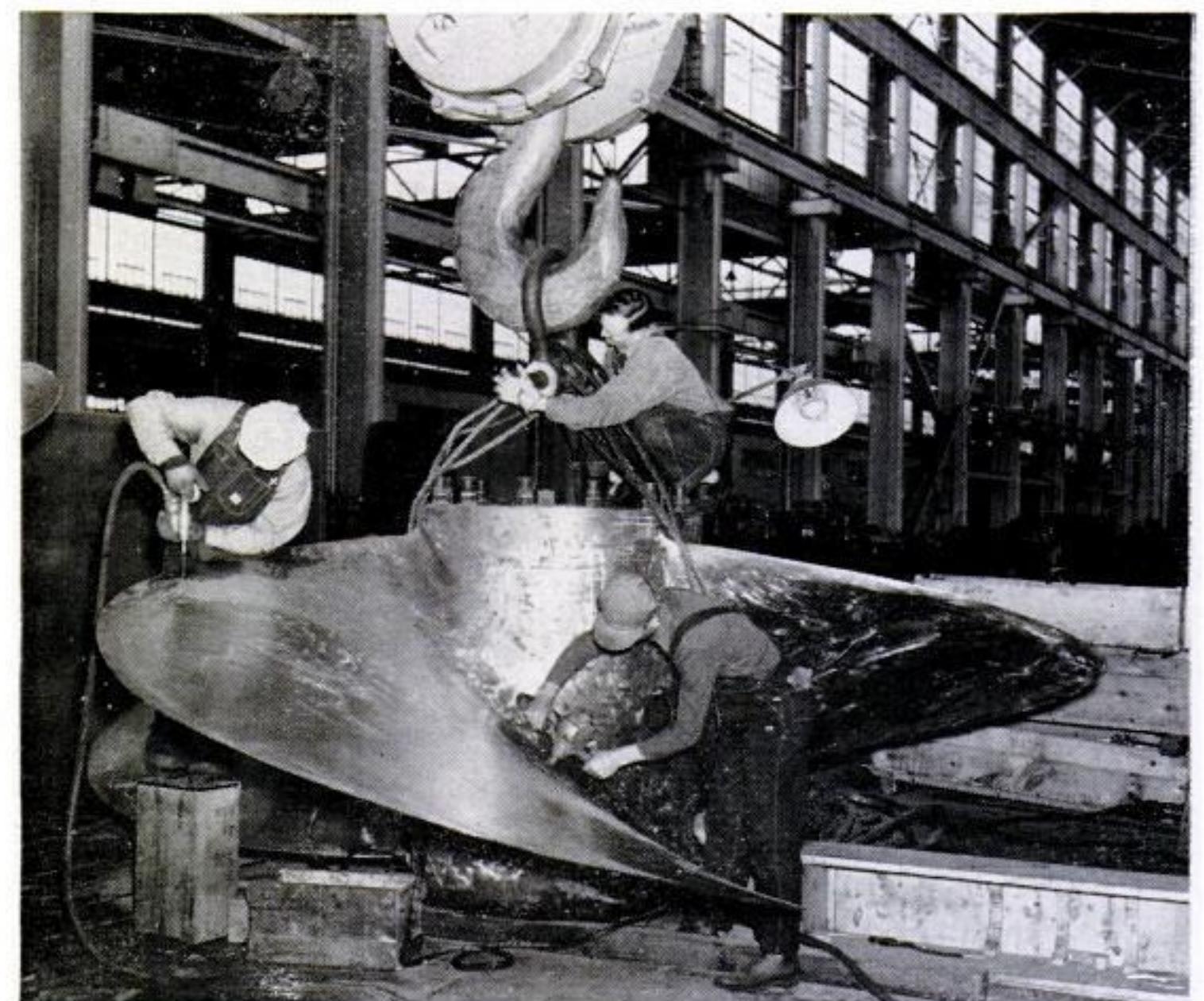
Since the National Advisory Defense Commission came into being 146 days ago, more than 400,000 workers have found jobs in the stirring arms factories of the U. S. Booms and boomlets have begun to change the aspect of towns on both seacoasts and in the industrial interior. Here you see how America's rearmament program has affected Bremerton, Wash., a gray little one-industry town on Puget Sound.

Bremerton's one big business is its navy yard, chief U. S. shipbuilding and repair station on the Pacific Coast. Today nearly 9,000 skilled hands are busy

in Bremerton, building four new destroyers, four seaplane tenders and refitting other craft for the nation's expanding fleet.

One byproduct of the arms program which the Defense Commission is trying to keep within certain bounds is a dislocated national economy. Booms generally create as many problems as they resolve. In Bremerton swollen payrolls have been accompanied by a housing shortage, transportation difficulties, a school problem. But certain boom-town characteristics have not as yet appeared.

Navy-yard workers in Bremerton are skilled experienced men, hired from all parts of the country on a merit basis. All are intensely patriotic. Most of them are family men who neither drink nor gamble their money away. Seven new churches are building in Bremerton but only one new tavern. The local housing authority is constructing 600 new houses. But whatever Bremerton builds, it is financing in a solid, farsighted way. Too many old residents remember the uncontrolled boom that came with World War I. And they remember what followed. They are resolved that this war's boom shall not get out of hand.



Huge screw for one of the Navy's big vessels is smoothed down in the machine shop. Bremerton is the only Navy yard on the West Coast that is equipped to handle big ships.

Nation's Steel Production Hits 94% of Capacity

In Pittsburgh smoke is spewing from the great steel mills of the Monongahela valley. Steel is the prime raw material of America's rearmament program, and last week, when this picture was taken, the nation's mills were running at 94.2% of capacity. During September national steel-ingot production totaled 5,895,232 tons. This figure compared with a monthly average of 3,588,000 tons during the World War year, 1918; a monthly average of 4,526,000 tons during the boom year, 1929; and a monthly average of 3,814,000 tons during 1939. With an annual producing capacity of 83,000,000 tons, America's steel industry faces rearmament without fear of its ability to meet the nation's need.



LIFE ON THE NEWSFRONTS OF THE WORLD

The Nazis roll into Rumania and Turkey talks tough; the "Smear Willkie" campaign warms up



CAKMAK

World War II swirled into the Balkans. There have sat passively the little victors of World War I: Rumania, Yugoslavia and Greece, and two losers: Hungary and Turkey. Last week the German Army rolled some 20,000 troops "inconspicuously" through Hungary into Rumania and politely took charge of the Rumanian

Army. The British Ambassador to Rumania, Sir Reginald Hoare, began burning his secret papers and told Britons to get out of Rumania "before it is too late." Bucharest's smart Athénée Palace Hotel bar suddenly filled with German officers instead of Englishmen and Americans. Rumania's Fascist Premier Ion Antonescu gave the Germans his blessing as they rushed to protect the Rumanian oil fields from British sabotage. What the Germans undoubtedly had their eye on, beyond Rumania's oil, was the great Mosul oil field in British-dominated Iraq.

In the way lie Turkey and General Fevzi Çakmak's tough but only partially modernized army. In the boldest neutral challenge yet delivered to Germany, the official Turkish military broadcast warned: "This road across Anatolia is guarded by 2,000,000 bayonets." The German rip-tide into Rumania was almost as painful to Russia as to Turkey. As German submarines were reported in Russia's own Black Sea, Moscow's *Pravda* seized the moment to run a review of Bismarck's memoirs. The review quoted Bismarck as saying: "We have absolutely no reason for fighting Russia" and must never "humiliate" Russia by blocking her in the Black Sea.

Smear Campaign. Last week, as the week before, the spectacle of a Presidential candidate wiping eggs and tomatoes from his clothes cast shame on the American Republic. Riding through the streets of Boston Mr. Willkie was hit by a potato. Further on, a tomato spattered a photographer's camera. Then a light bulb crashed on the street. By week's end the foul-smelling box score stood: 11 eggs, 2 tomatoes, 2 rocks, 1 cantaloupe, 1 wastebasket, 1 bedspread, 1 telephone book, 1 light bulb. Aboard the Willkie train photographers feared that covering a modern Presidential campaign would soon involve as much personal danger as covering a modern war.

Respectable Democrats from the President down deplored this guttersnipe violence. But Democratic politicians were running their own smear campaign, using instead of vegetables the charge that "a vote for Willkie is a vote for Hitler." Dipping deep in the mud, the Colored Division of the Democratic National Committee came up with a pamphlet linking



MICHELSON

Willkie's German ancestry with Hitler's hatred of Negroes. Doubtless this particular smear was the Colored Division's own idea but the publicity head of the Democratic National Committee is shrewd Charley Michelson, author of the "Smear Hoover" campaign in 1932.

No egg was too rotten for the "mudwumps." Not even a Republican poster bearing a portrait of the Father of his Country escaped being defaced in Detroit.

War with Japan? Last week the U. S. was waging (and appeared to be winning) a full-dress "war of nerves" against Japan. By way of answer to the threat embodied in Japan's new alliance with the Axis, the U. S. was counterattacking with Hitlerian rapidity.

It suggested that all Americans leave most of the Orient. It ordered naval reservists into active service and sent 4,200 sailors to Hawaii to bring warship

personnel up to 100%. Kensuke Horinouchi, who was recently recalled from his post as Japanese Ambassador, had a 40-min. set-to with Secretary of State Hull before leaving for Tokyo (see picture). The U. S. further discussed giving more aid to China and heartily approved Britain's decision to reopen the Burma Road

whereby such aid can best reach China. It warned Thailand, a Japanese satellite waiting to pick off spare chunks of dissolving French Indo-China, to respect the status quo. At Manila it halted the shipment of 50 U. S. planes originally destined for Thailand.

It was a busy week and by the end of it the Japanese seemed to be in polite retreat. Japan has "no thought of challenging the U. S.," purred Foreign Minister Matsuoka who a week before had growled: "I fling this challenge to America! If she is going to stubbornly stick to the status quo in the Pacific, then we will fight America."

Battle of Britain. The British bag of German planes dropped sharply as the Germans tried new tactics. Large bomber formations came over only at night. For day raids the *Luftwaffe* used single bombers and groups of fast bomb-carrying fighters. Such objectives as St. Paul's and Canterbury Cathedrals and the statue of Richard the Lion-Hearted outside Parliament were damaged. On the other hand, the British bombers and the Royal Navy joined in a night attack on the German invasion base at Cherbourg. Reported one pilot: "We were on the target when suddenly the Navy let fly. It was like 500 thunderstorms rolled into one. Every cloud flamed with bright amber color. The Germans didn't know if it was Christmas or Easter. The searchlights went quite drunk, waving aimlessly about the sky. There was complete chaos down below." The Germans also admitted that the British had hit Hamburg and the Ruhr hard.

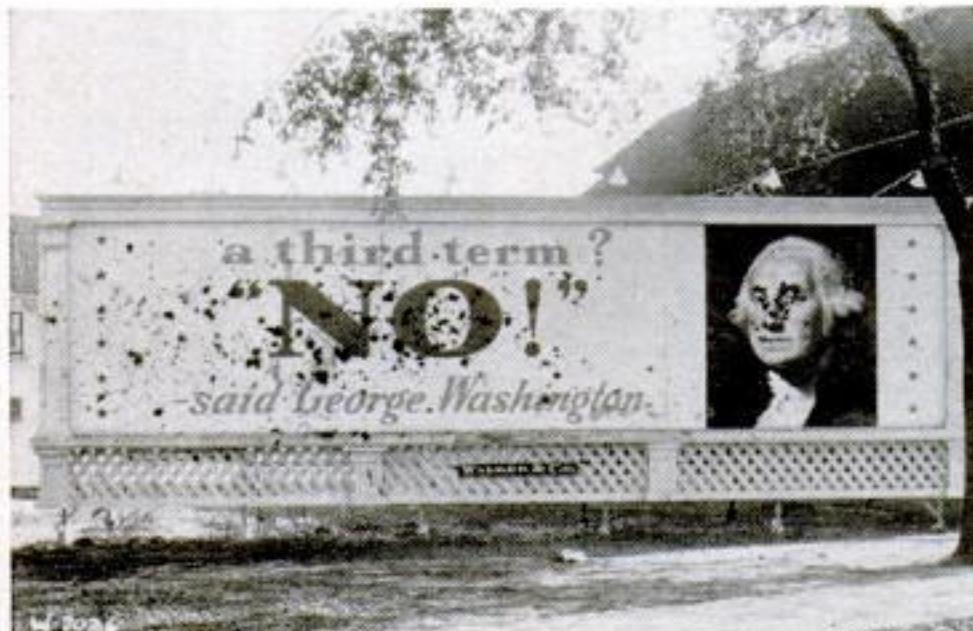
The cost in men of this war was announced by the



ST. PAUL'S ALTAR AFTER BOMBING

British as 21,867 dead, missing or captured, not including 8,500 civilians. The killed and missing included 6,700 soldiers, 7,900 sailors and 4,400 airmen. The most astonishing figure was the claim that only 1,441 soldiers were prisoners in Germany. The Germans retorted that 37,000 Britons were in German prison camps, a figure considerably reduced from the astronomic claims of last June. Fact is that the British, historically, do not generally surrender. An example was given by the award last week of the Victoria Cross posthumously to Lieutenant E. C. T. Wilson, who commanded a hopeless machine-gun post in British Somaliland. An Italian battery shelled his position four days, wounding him the first day in the shoulder and eye. With his wounds untended, he continued to man his guns, contracting malaria. "The enemy," read the citation, "finally overran the post at 2 p. m., Aug. 15, when Captain Wilson, fighting to the last, was killed." Such men can be beaten, but not easily.

And Some For Us Too. Italy looked up from her little game of dividing the post-war world and, with fine Latin generosity, said that there would be some of the world for the U. S. too when the war was over. If the U. S. behaved (i.e. remained completely neutral), said the military expert of Benito Mussolini's newspaper, the U. S. might be given Canada, Newfoundland, the Bahamas, Bermuda, Jamaica, maybe Australia and New Zealand. If she didn't behave, the U. S. would have nothing but woe. Meanwhile Germany added a fact about the post-war world when *Das Schwarze Korps* declared that the English language is a "pseudo-Germanic dialect which no one will have any use for after the war."



GEORGE WASHINGTON TAKES A SMEARING

PICTURE OF THE WEEK

Down a street of New Westminster in Canada's far western province of British Columbia comes a long, straight column of soldiers bound for points unknown. It is paralleled by a straggling column of women, proud and smiling. Just before this picture was taken, one little fair-haired boy had spotted his father and had broken away from his mother's hand. Without breaking step, the father holds out his hand. The other men smile and the column goes on, perhaps clear around the world to Egypt.



A small Canadian boy says goodby
to his father for a long time to come

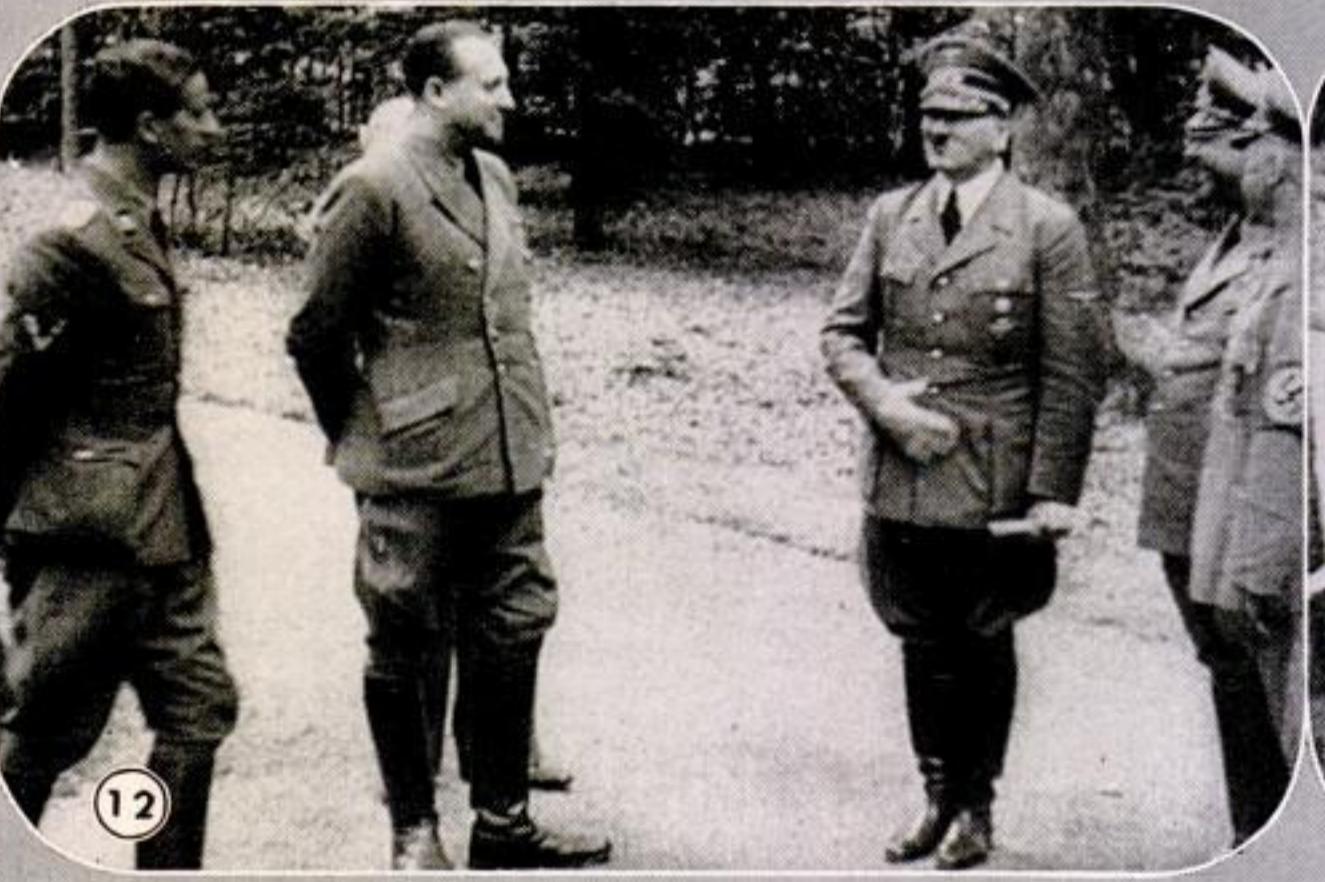
HITLER DANCES

FÜHRER DOES JIG FOR VICTORY

Perhaps the most intimate look at Adolf Hitler which the world has ever had is presented in the series of pictures below, taken from a German newsreel. It shows Hitler at precisely the happiest moment of his life. He has just heard the news that France is ready to surrender. The date is June 17. The place is the garden of his headquarters on the Western Front. His German troops have just occu-

pied Paris, overrun Burgundy, reached the Swiss border, isolated the Maginot Line and reduced Metz.

Just before these pictures were taken, Hitler had signed the invitation to Mussolini to meet him at Munich and decide on what terms to allow beaten France. He is in an ecstasy of joy. Keeping his heels smartly together, he clenches his fists and jerks his arms stiffly up and down, grinning in tense,

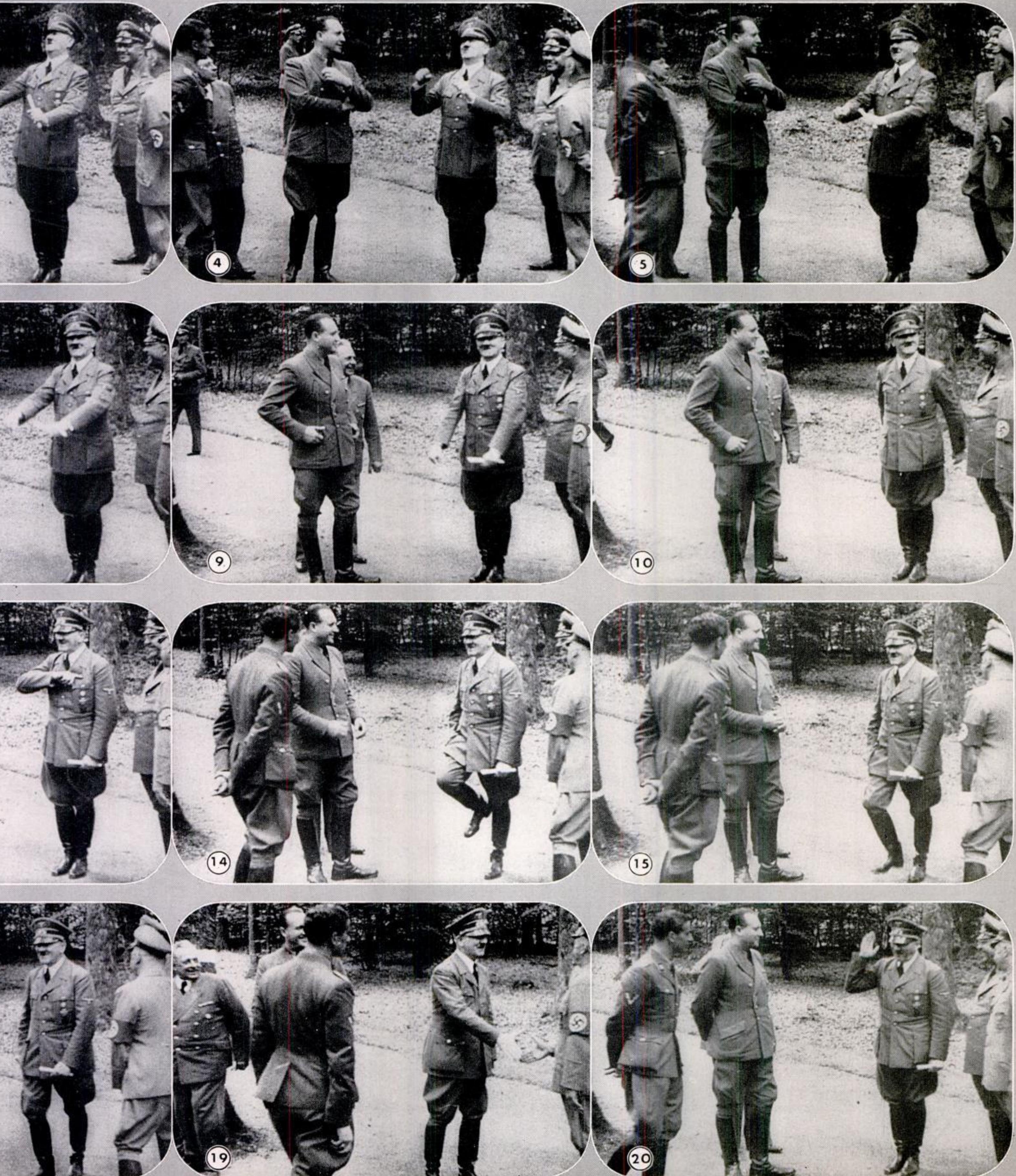


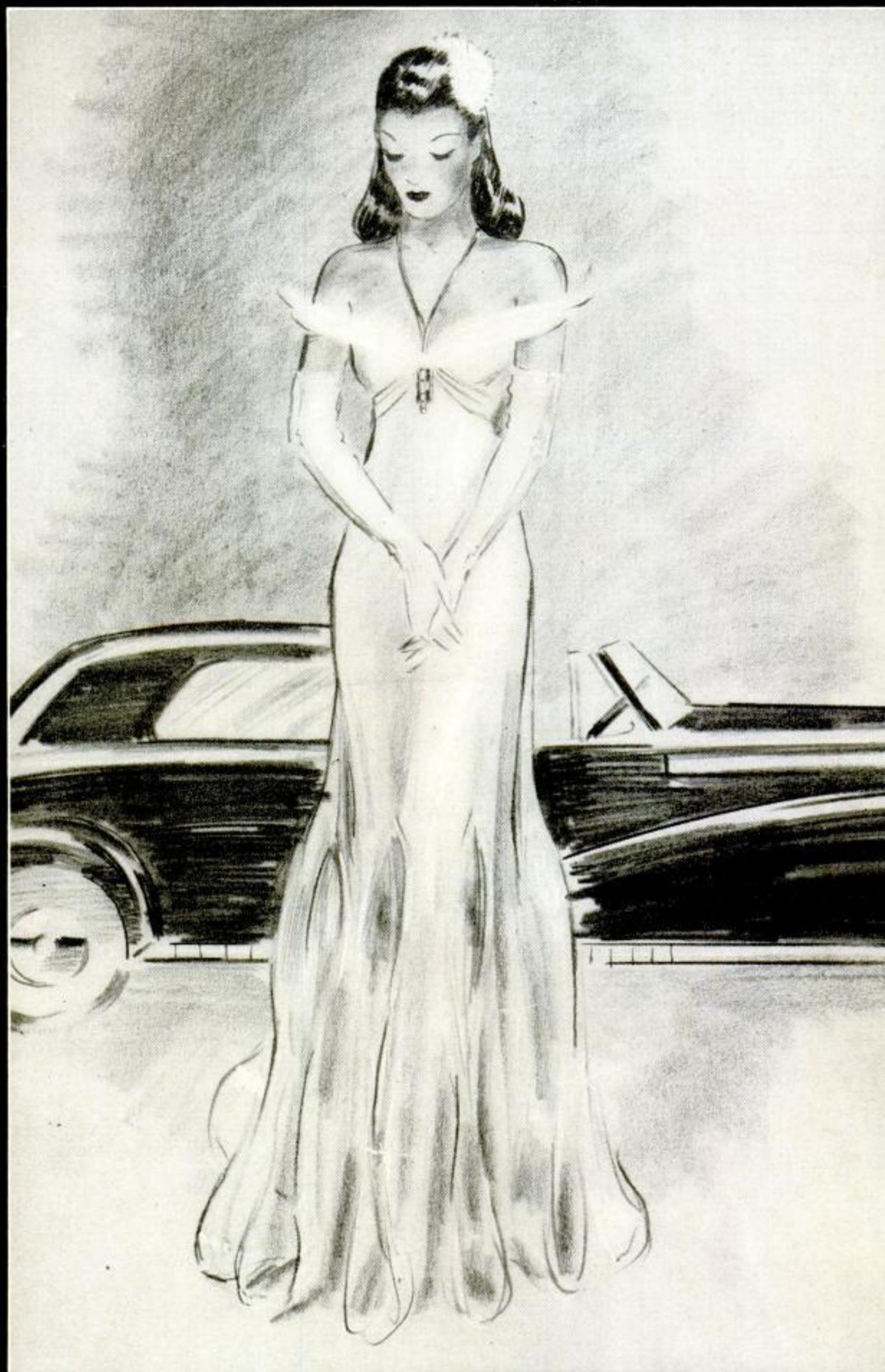
prim jubilance. He holds his stomach and says, "It is finished." Still grinning and thrusting out his jaw, he lifts up one foot in a brief Lindy Hop of victory, while his staff beam back at him. This is the face of triumph, frank and unashamed. This is the victory dance, for Hitler's leather boots are hopping symbolically on the prostrate neck of the Third French Republic.

The stooges who surround him are his staff. They are wearing the uniforms of the *Schutzstaffel*, the Nazi Party, the Foreign Office. The round short man among them, at the left of Picture No. 3, is Hitler's official photographer, Heinrich Hoffmann. The tall man nearest Hitler is a Foreign Office underling. After these pictures were taken, Hitler led his staff off with an exaggerated goose-step, giggling

cheerfully. The pictures have been held up by the British censorship.

Hitler's mood that day was reflected in his newspaper which said, "Thirty-nine days . . . not only shook the world, but also brought the collapse of a world of boundless conceit and arrogance, but also a world of real power. . . . We are not revengeful but we have definitely ceased to be goodhearted fools."





CADILLAC DESIGN (ABOVE) FOR EVENING DRESS (BELOW) TAKES WINGS FROM RADIATOR



FINISHED CADILLAC DRESS, BY HARLEY EARL, IS MADE OF STREAMLINED SILVER RAYON



LINCOLN-ZEPHYR JACKET COPIES RADIATOR GRILL. PURSE IS FROM INSIGNIA



AUTOMOBILE DESIGNERS SKETCH FALL

Marketing the annual array of feminine fashions is a constant series of **M** deeply plotted stunts known to the trade as "promotions." Last month the dress and automobile industries put their heads together, hatched the joint promotion shown here. They asked the men who designed the body styles for the new 1941 automobiles to create dress styles to go with them.

Since there are certain structural differences between the chassis designed to accommodate the feminine form and that for the internal combustion engine, the stylists got most of their ideas from such surface features as radiator grills, hub caps, bumpers, upholstery, took others over into accessories. While some of the finished ensembles had but a tenuous connection with the cars, conceptions like the "Packard hood" were notably successful.



PACKARD'S RADIATOR OUTLINE APPEARS ON GREATCOAT.



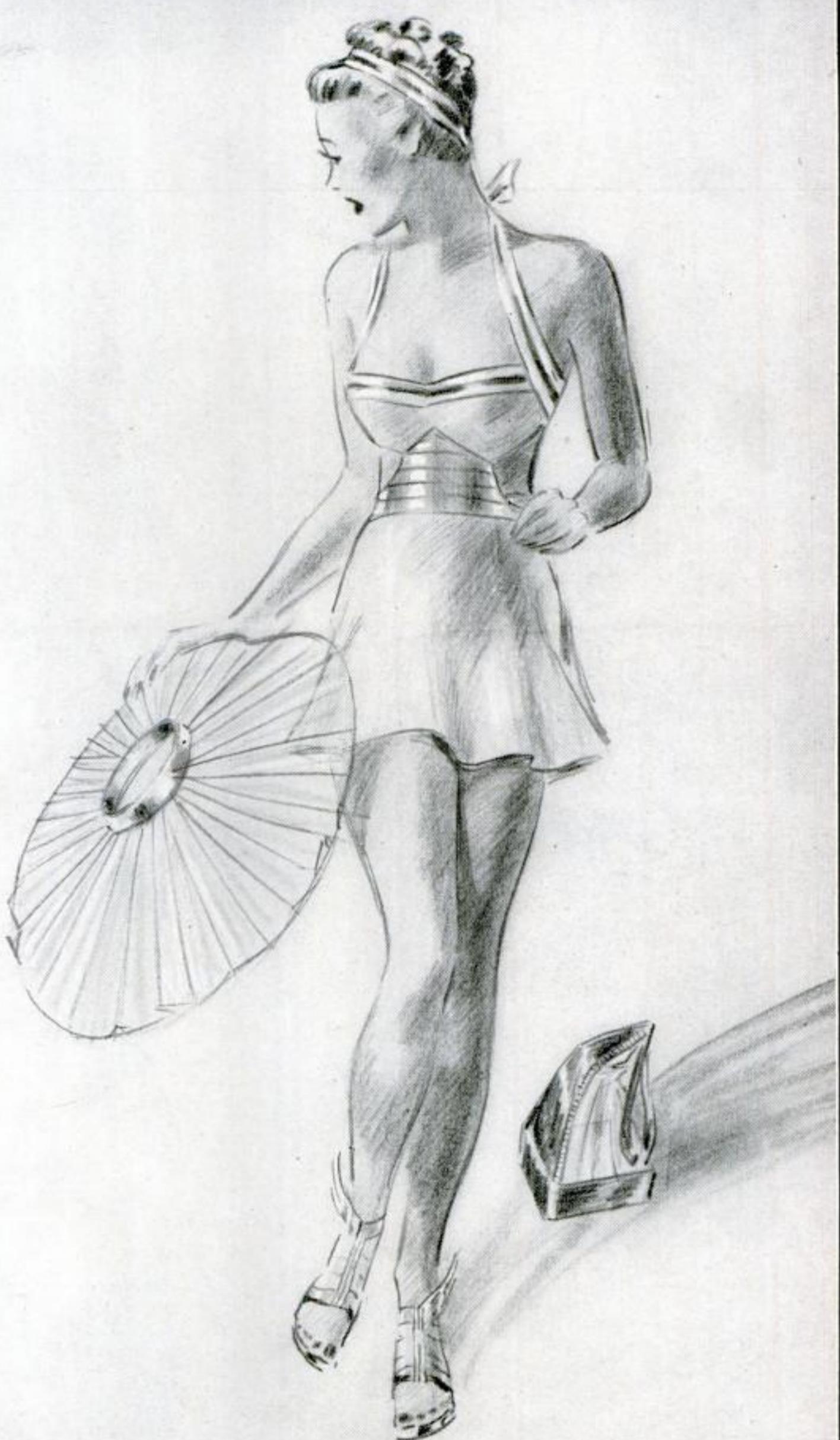
BUTTONS COPY EMBLEM



STUDEBAKER GIRL WEARS GOLD AND BLACK STRIPED JACKET AS SLEEK AS THE CAR

FASHIONS TO MATCH NEW CAR STYLES

The designers' sketches were edited by the staff of *Harper's Bazaar* fashion magazine, whose male General Manager, Fred Drake, thought up the whole idea. Muriel King, custom dressmaker, made samples. Thereupon the process moved over into the far reaches of the garment district, returning, by no coincidence at all, just in time to be exhibited this week on the backs of pretty models at New York's automobile shows. Oddly enough, all the dealers' wives and 500 women's clubs were invited and the dresses went on sale simultaneously on Fifth Avenue. Thus happily promoted are the new cars, the department stores and Designers Harley Earl, Oliver Clark, E. T. Gregorie and Raymond Loewy, few of whom had ever made a dress before. Retail prices ranged from about \$49.50 for street dresses to \$110.00 for evening clothes.



CHEVROLET BATHING SUIT'S BLACK AND WHITE STRIPES SUGGEST THE RADIATOR GRILL



MERCURY SPORTS DRESS TAKES BELT FROM BUMPER, BAG FROM THE HUB CAP



CHEVROLET MODEL'S YELLOW SUIT HAS SHOES MADE OF LUCITE PLASTIC USED ON CAR



The lifeboat. Nurse Cornish is just forward of the mast among the group of six boys. An officer is at the tiller. In

the group forward are a Catholic priest and a Polish millionaire, in the waist are seamen, many of them East Indians.



Howard Francis Clayton, 11, from Middlesex, one of the badly bombed London suburbs, is carried ashore on the back of a sailor from a British destroyer at a northwestern British seaport.



To the hospital go Howard Clayton and Kenneth Sparks (right) after their arrival in England. The children all came from government-aided schools in London, Liverpool and other ports.

CHILDREN'S LIFEBOAT LASTS OUT EIGHT DAYS OF DISASTER

The night of Sept. 17 a torpedo cut through the gale-torn waters of the North Atlantic 600 miles off England and sank the British liner *City of Benares*. On board were 98 English children between 5 and 15 years old on their way to refuge in Canada. The torpedo blew up some of the children. Others drowned when their lifeboats foundered. Others died of exposure in 20 hours of foul weather in an open boat. In one lifeboat the passengers convinced a mother that her dead 5-year-old daughter was still alive, until she and her 2-year-old son died too. Women and children died fast, were dropped overboard with a few words of the burial service. On one boat with 38, 24 died. Out of 406 people on the *City of Benares*, only 82 men, 18 women and 13 children were rescued.

The last the others saw of one lifeboat was when it was being lowered with a group of small boys singing *Roll Out The Barrel* at the top of their lungs. That lifeboat, however, had not foundered. After all the others had been rescued, it wallowed on in the gray Atlantic, unseen by the rescue ships. A nurse put the boys under canvas in the bow, massaged their legs and arms, gave them setting-up exercises and told them serial stories. They were given half a biscuit for lunch, with sometimes a piece of sardine and once an eighth of a peach apiece. The men put up a sail and headed across the 600 miles of water toward England. They kept the boat relatively dry despite repeated bitter storms. On the eighth day the food and water had run out. The stout-hearted party then agreed that this meant they were about to be rescued.

Sure enough, having been passed by one ship, that day they saw an Australian Sunderland flying boat going home from convoy duty. The plane saw them too, signaled another plane which brought a British destroyer. Shown here is the rescue of the six boys and 40 adults, including one woman, the nurse, Miss Mary Cornish. Kenneth Sparks of Wembley was the first to see the plane. Said he: "Everybody looked up and was glad. We started praying. We prayed and prayed that the plane would come near enough to see us. We had to be lifted up the steps of the warship as none of us could walk we were so weak."

The package that gets a welcome at home

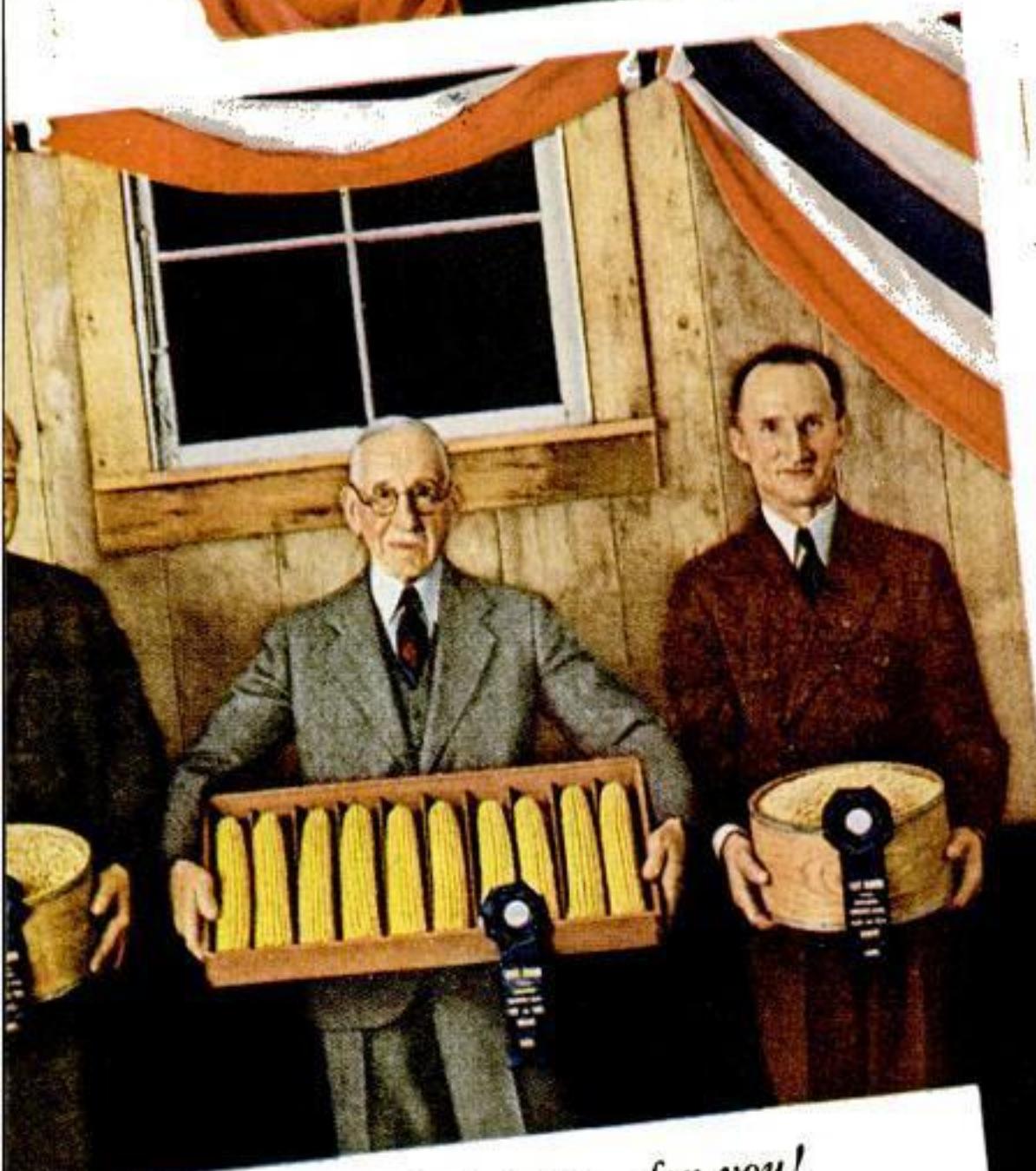
*The
six-bottle
carton*

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.

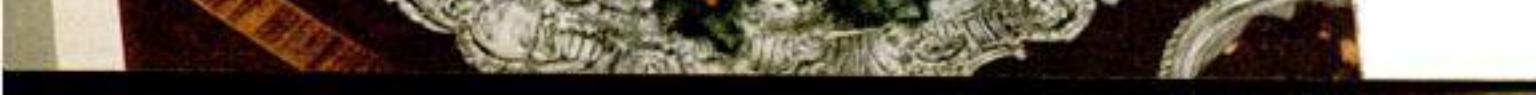
Ice-cold Coca-Cola has made the pause that refreshes a family affair. With the six-bottle carton so easy to take home, you can always have Coca-Cola—ice-cold—in your refrigerator...within easy reach of your thirst.

THE PAUSE THAT REFRESHES

A Truly Great Whiskey



Their grain won first prize...for you!



Once there were two Colonels



To one of these Colonels, it is a violation of Southern honor to crush the tender sprigs of mint in making a julep.

To the other, no julep holds its full, true flavor unless the mint is crushed.

But on one point the argument always dissolves into warm agreement!

The best whiskey to use in a julep is Four Roses!

Because there's no harshness in this whiskey. It's soft as Southern moonlight—made from whiskies naturally aged to rich mellowness. No tricks!

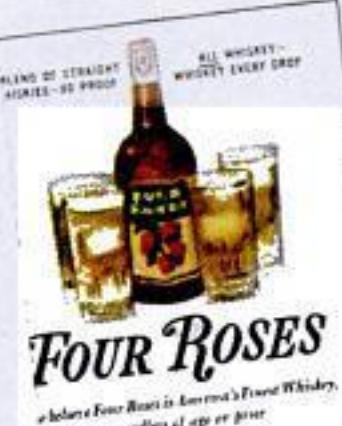
It takes a lot of "knowing how" to

make a mint julep.

This advertisement is not intended to affect alcoholic beverages.



OF PUPPIES



FOUR ROSES

A Julep & Four Roses is America's Finest Whiskey, regardless of age or proof.

—and a Four Roses ad that can never be written

THE AD HAS NEVER BEEN WRITTEN—and never will be—that can make Four Roses—or any other whiskey—better than it actually is.

So we have gone along on this basis: First, we've constantly tried to make Four Roses the finest whiskey it was possible to make...and we've constantly tried, and consistently succeeded, in making it better and better.

Then we've run ads like those repro-

duced here—ads you probably remember having seen in the past—to remind you that if you're looking for a superlatively fine whiskey, Four Roses is that kind of whiskey.

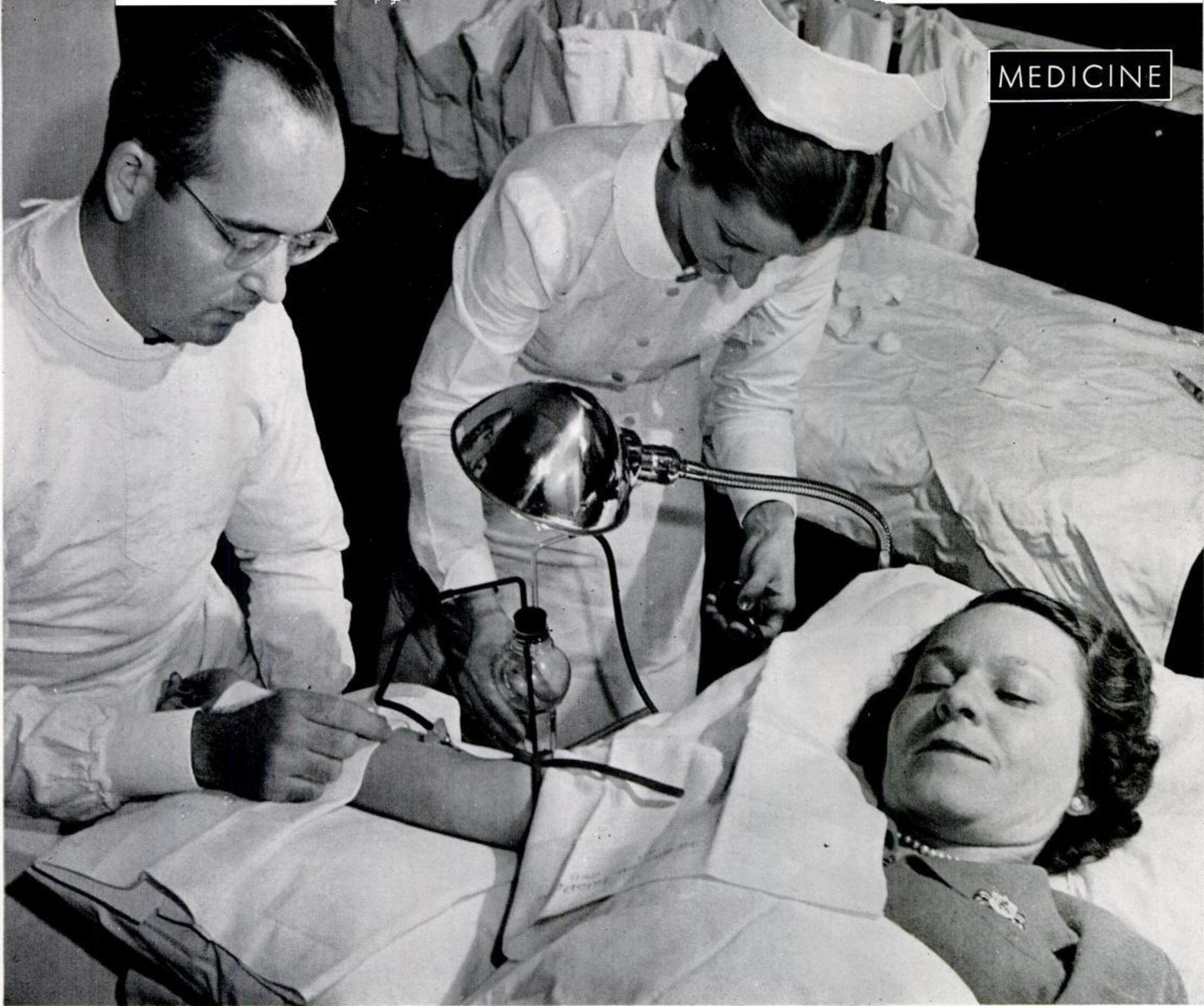
It pleases us, of course, when people tell us they like our ads. It pleases us more that so many of them think Four Roses is the finest whiskey ever bottled.

For that's what we believe, too—today more than ever before.

FOUR ROSES

Four Roses is a blend of straight whiskies—90 proof. The straight whiskies in Four Roses are 4 years or more old. Frankfort Distilleries Inc., Louisville and Baltimore

Copyrighted material



BLOOD DONOR AT MEMORIAL HOSPITAL IN NEW YORK GIVES PINT OF BLOOD FOR SHIPMENT TO BRITAIN. ASSOCIATION PERMITS DONORS TO GIVE PINT EVERY SIX WEEKS

BLOOD PLASMA FOR BRITAIN IS GIVEN BY U. S. DONORS UNDER RED CROSS PROGRAM

Since mid-August, 6,000 U. S. citizens have found a way of expressing in concrete fashion their sympathy for the cause of Britain. At the end of last week, through the Blood Transfusion Betterment Association and the American Red Cross, they had contributed more than 700 gal. of blood. To Britain, blood plasma, the vital liquid element separated from the corpuscular solids, is shipped in liter flasks for transfusion into the veins of wounded soldiers and civilians.

The plasma technique is a great step forward in the treatment of shock, the grave complication of all war wounds. The patient in shock literally "bleeds"

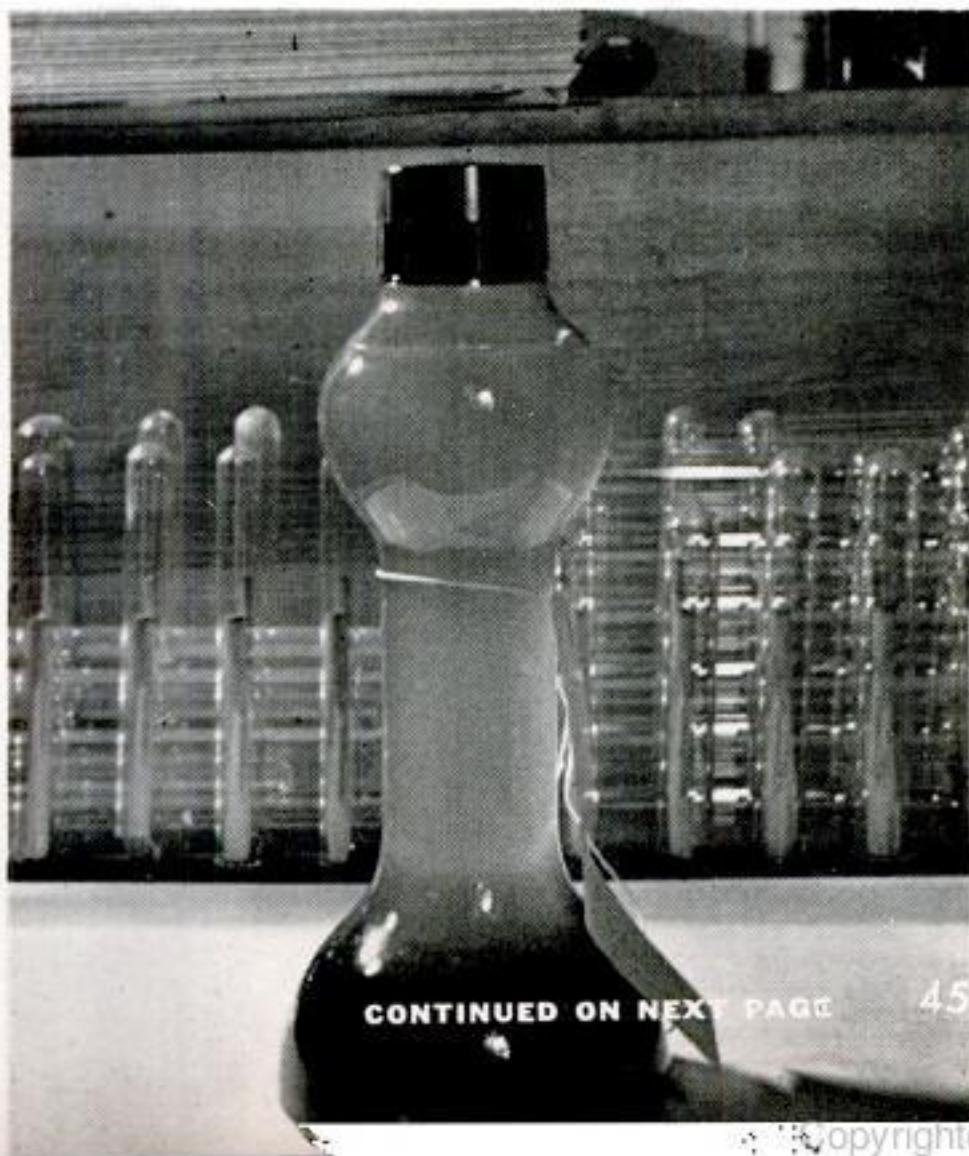
day to make hospital appointments for blood donors. New donors have been volunteering at the rate of 1,400 a week.

Blood-plasma bureau at New York Academy of Medicine keeps at least ten workers on the phone for twelve hours a

plasma through the capillary walls into the body tissue. This loss of blood volume increases the normal risk of surgery and, like hemorrhage, can itself bring death. Transfusion of pooled plasma replaces directly the loss of liquid volume and can be administered without delay for blood typing.

Program of the Blood Transfusion Betterment Association is now centered in New York City, where it is conducted by volunteer doctors and nurses in ten hospitals. In process of development are techniques for separating and preserving plasma that may solve for the future the problem of transfusion supply for both the peace and wartime needs of U. S. medicine.

In sedimentation bottle the blood cells settle to the bottom while the clear plasma to be siphoned off fills the top.



Blood for Britain (continued)



Plasma is separated from whole blood, at the Memorial Hospital in New York City, by sedimentation in dumbbell bottles left to stand for 72 hours under refrigeration.



In a sterile laboratory the plasma is drawn from bottles into flasks. Unlike whole blood, plasma of all types can be pooled into a standard fluid for use in all cases.



Packed for shipment, plasma, unlike whole blood, keeps without refrigeration and is not affected by agitation in transport. So far 100 gal. have been shipped to England.



Just What the Doctor Ordered

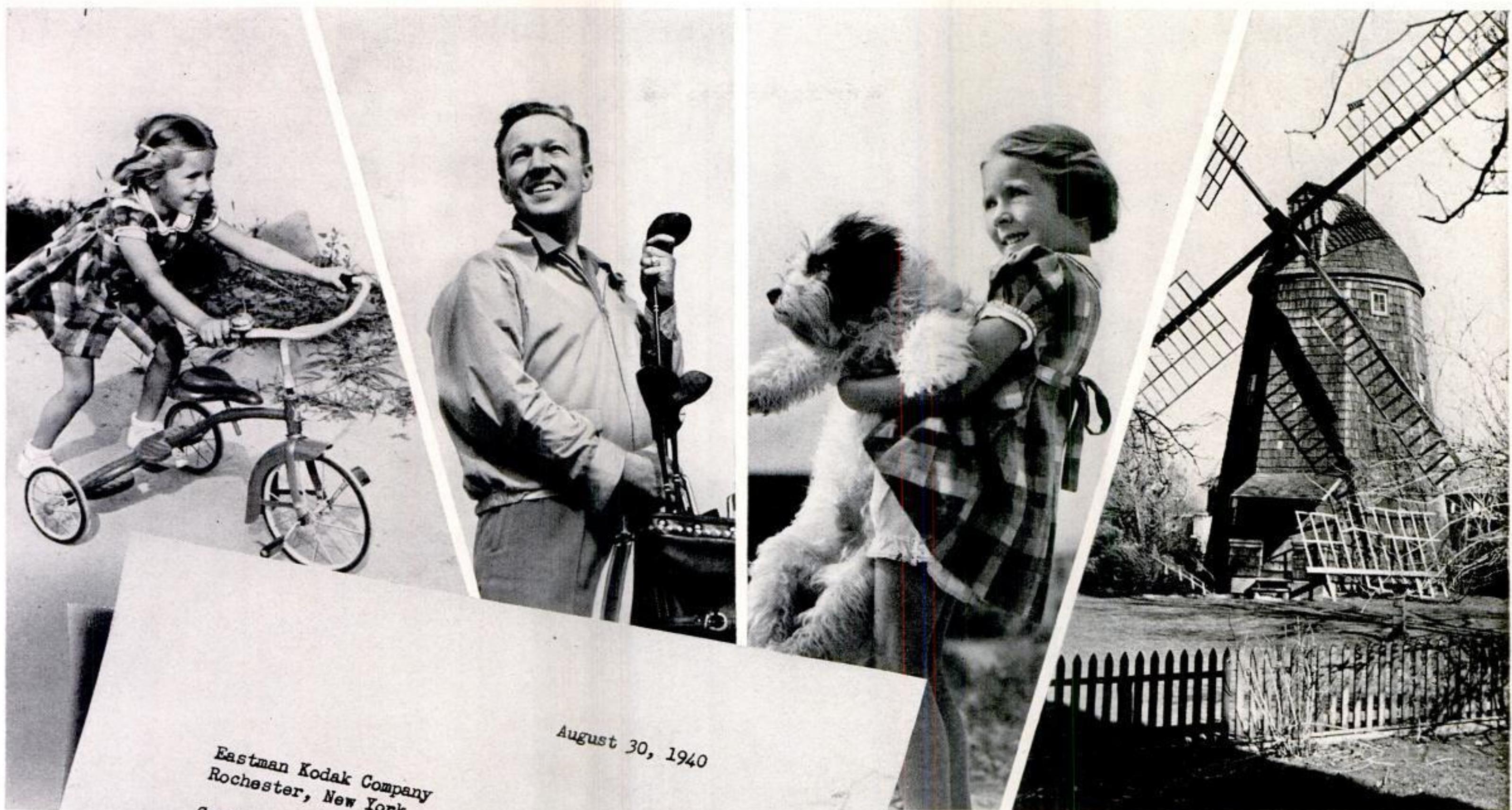
Balm for your soul...boost for your ego...that's the prescription
Munsingwear follows for all its pretty-please nighties.
Into them go extravagant skirts...flatterers for colors...
lush fabrics like Brushed Rayon, Tuckstitch and Balbriggan
that practically never say die. Plus comforts like washability,
at prices that don't flutter your pulse. At better stores.

Munsingwear, Inc. • Minneapolis • New York • Chicago

MUNSINGWEAR

Fit That Lasts!

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY



August 30, 1940

Eastman Kodak Company
Rochester, New York

Gentlemen:

On our jaunts into the country we always take along the Eight and shoot everything along the way.

We have pictures of the Atlantic breaking over Montauk's farthest point — of the old mill behind "Home Sweet Home" — of the beautiful old church at Smithtown...of Bonnie on her bike — Bonnie and her dog — and scores and scores of others.

The cost of the pictures is so little actually — and so much less when compared to their true value. They capture for us the beauty and feeling of the subjects at the very moment that we come upon them for the first time — an experience that otherwise could not be recaptured no matter how much we would be able to pay.

Yes, we are indebted to you for so economical a means of enjoying over and over those things that mean so much to us.

Sincerely,
Don C. McQuilkin

119 - 51 Metropolitan Avenue
Kew Gardens, N. Y.

"so economical,"
writes Mr. McQuilkin

Make your movies with the Ciné-Kodak Eight, and a dime or less pays for an entire movie scene. Each scene runs as long on the home movie screen as the average newsreel shot, and the Eight makes 20 to 30 such scenes on a roll of film costing only \$2, *finished, ready to show*. As for the camera, the Ciné-Kodak Eight, Model 20, illustrated below, is priced at only \$29.50.

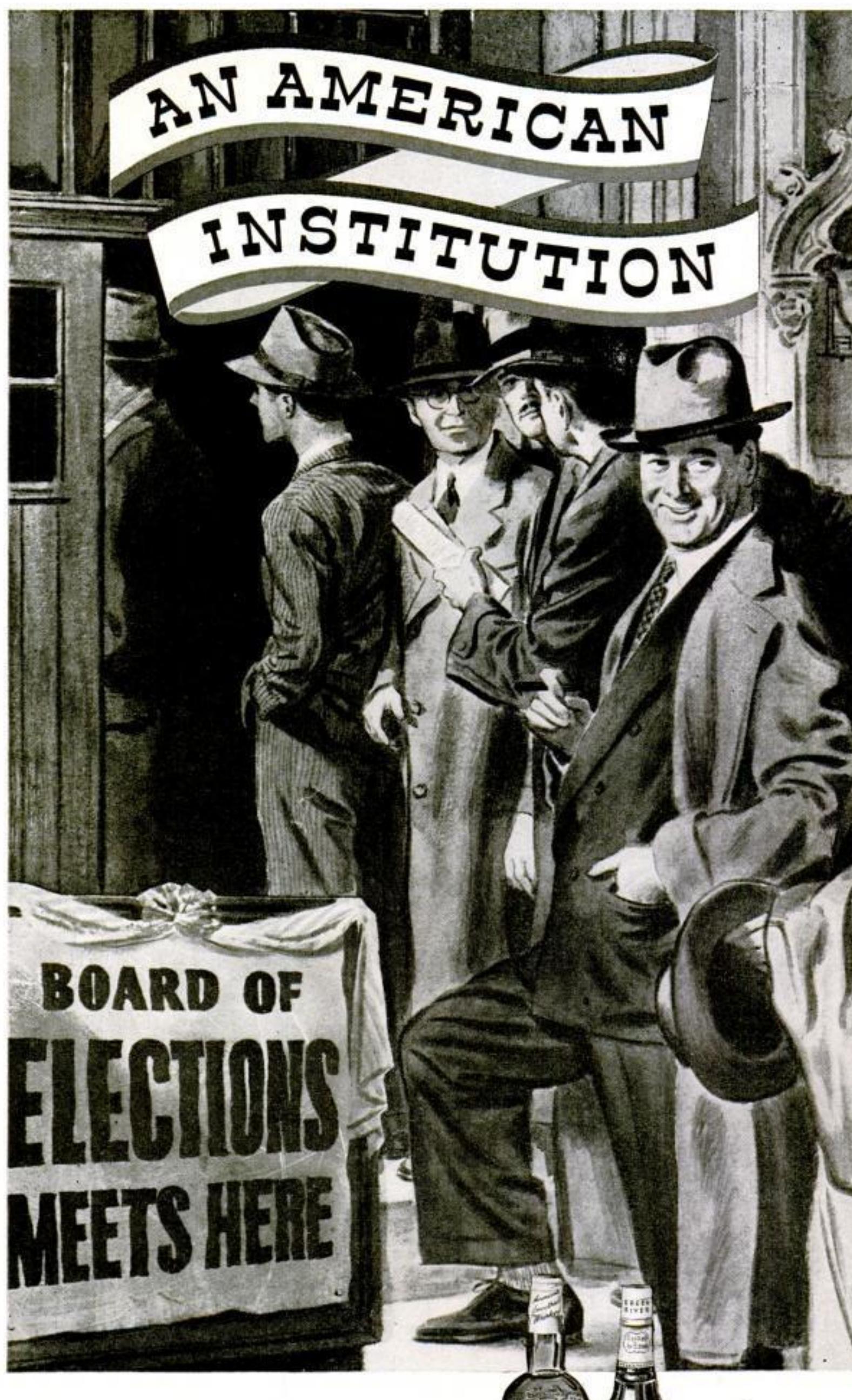
Now a Magazine Ciné-Kodak Eight

The Ciné-Kodak Eight family now includes as well the Magazine Ciné-Kodak Eight. Instant loading . . . 4 speeds, including slow motion . . . interchangeable lenses . . . pocket size, and other advanced features—including, of course, "Eight" economy of operation—make this the very finest of the "Eights." Price, \$97.50. At your dealer's . . . Eastman Kodak Company, Rochester, N. Y.

Makes marvelous movies
at everybody's price



Ciné-Kodak Eight — only \$29.50



Of all characteristics that bespeak America, none is more precious than the privilege of voting. But others have their places, too. And among these we are proud to mention that love of hearty good living which has prompted generations of Americans to demand Green River whiskey. A favorite of millions—in its own modest way, it is as truly American as the polling booth itself. Oldtyme Distillers Corporation, New York, N. Y.

GREEN RIVER AMERICA'S SMOOTHEST *Whiskies*

Available in Straight Whiskey, Bottled in Bond, 100 Proof (Bourbon or Rye) ... Blended Whiskey, 75% grain neutral spirits, or in Kentucky Straight Bourbon Whiskey, 4 Years Old, both 86.8 Proof. Copyright 1940, Oldtyme Distillers Corporation, New York, N. Y.

Blood for Britain (continued)

BRITISH DONORS GIVE BLOOD FOR WOUNDED

With only 100 gal. of blood so far shipped to Britain by the American Red Cross in its two-month-old program, blood for Britain's wounded soldiers and civilians has been supplied by British volunteers. Out in the country, away from the cities that have become military objectives, a fleet of Mobile Transfusion Centers go on regular rounds. At estates like that of Viscount Cranborne, shown here, they receive volunteers, drain their pints of blood into sterile flasks. Tea, Bovril, blankets and cots to help donors through after effects are supplied by the local gentry.



Blood donors stretch out on the lawn at Cranborne House, wrapped in blankets and sipping tea to prevent chills while recovering from the effect of blood letting.



Viscountess Cranborne sips lemonade after giving pint of blood. Some of the donors suffer a psychological reaction with symptoms similar to those of mild shock.



POWER LIKE NIAGARA'S
...WITH TURBINE SMOOTHNESS!

TRY *Chrysler Fluid Drive*
WITH VACAMATIC TRANSMISSION !

A TORRENT of power made smooth! That's the way a giant turbine harnesses Niagara... that's the way *Fluid Drive* harnesses the power-packed Chrysler Spitfire engine.

Cascading water spins the power house turbine. Oil driven against a turbine-like wheel transfers Chrysler power without any metal-to-metal connection between engine and rear wheels.

Why shift gears... when you can control the whole span of normal driving with the touch of your foot on the throttle? Try *Fluid Drive* for yourself. See how much easier and simpler it is!

In a 1941 Chrysler, *Fluid Drive* with the Vacamatic Transmission takes over the work... but you're the boss! The car is always under automatic safety control... it does what you want it to do... never does the unexpected... gives you control of gear ratios on hills, slippery

roads and other critical situations. One test will prove the greater safety of *Fluid Driving*.

Safer, simpler, smoother, easier... here is the drive all motor car design has been reaching for. A demonstration will prove it to your satisfaction. Why buy any car without it?

Why—as a matter of fact—do without any of the good new things the 1941 Chrysler offers you! Spitfire engines with multiple jet carburetors... jets for slow speeds... normal and cruising speeds... and the "Spitfire" jet that leaps into action when you "step on it!" A marvelous combination of more horsepower with economy! The Spitfire engines have all vital parts Superfinished so you can drive as

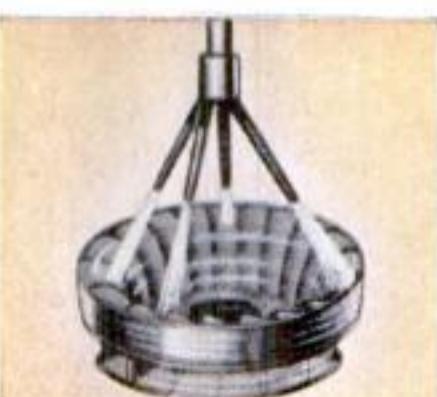
you please from the first mile. New double-channel welded frames... far stronger... combined with new springing and shock absorbing for the finest ride you ever tried.

Why buy a car that's not styled quite the way you want it... when you can have a Chrysler that's *tailored to your taste*!

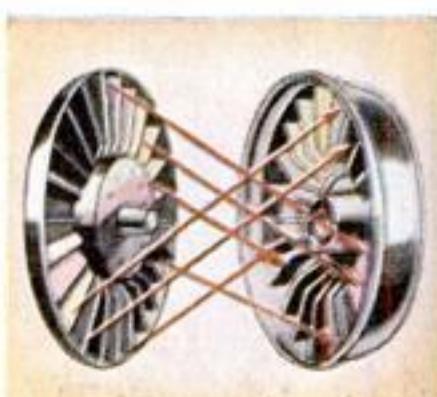
A fascinating selection of colors inside and out of the spacious new Airflow bodies... a delightful range of upholstery fabrics... plastic trim that harmonizes with your individually selected color scheme... the opportunity to express *your taste, your choice, your individuality*!

See and drive a 1941 Chrysler today!

*Tune in on Major Bowes, CBS, Every Thurs., 9 to 10 P.M., E.S.T.



Falling jets of water turn the giant turbine wheels in America's great hydro-electric power plants. Smooth, efficient!



Similarly, liquid is forced against the turbine-like wheel in *Fluid Drive*. A driving wheel takes the place of gravity.



The picture above illustrates one of the largest turbine wheels ever to be used for the generation of electric power.



See the resemblance to the vaned wheel in Chrysler's *Fluid Drive*? The world's smoothest method of transmitting power!

Be Modern
WITH FLUID DRIVE

BUY CHRYSLER



THE "PINK"-AND-BLUE COLORS OF W. J. SALMON'S MEREWORTH FARM
OWNER OF "DISPLAY"... FAMOUS KENTUCKY THOROBRED CHAMPION

Cream of Kentucky

THE "DOUBLE-RICH" BOURBON



Here's how-to make a
"DOUBLE-RICH" OLD FASHIONED

There's only one way to do it! That's with Kentucky's one "Double-Rich" Bourbon... *Cream of Kentucky!* In an Old-Fashioned glass put a lump of sugar; dash of bitters; slice of orange; slice of lemon; cube of ice. Pour in generous drink of *Cream of Kentucky*. Add charged water, stir; garnish with fresh pineapple stick, and a cherry. Then *taste* why *Cream of Kentucky* is the world's largest selling straight Bourbon!

STRAIGHT BOURBON WHISKEY, 90 PROOF. COPYRIGHT 1940, SCHENLEY DISTILLERS CORPORATION, NEW YORK CITY



SECTION OFFICER "TUG" WILSON, 37, ON DUTY DURING A BAD FIRE

LONDON FIREFIGHTER THE STORY OF ONE OF BRITAIN'S NEW HEROES

by SECTION OFFICER LOUIS ABBOTT WILSON

On Saturday afternoon, Sept. 7, the Germans made their greatest daylight raid on London, setting great dockyard fires for their night bombers to follow, and thereby gave a first real baptism of fire to the 30,000 members of the Auxiliary Fire Service who augment London's regular fire brigades. In this story one of them, Section Officer Louis Abbott ("Tug") Wilson, 37, a peacetime mechanic, describes his part and that of his six men in quenching the flames.

I was talking cricket to the substation officer when "the shout"—our name for the fire alarm—came through on the phone. The order was to take every available appliance to Pageant Wharf, a fire station in the heart of Dockland. The W.A.F.S. (Women's Auxiliary Fire Service) clerk on duty in the office jumped to the alarm cord, bells clanged throughout the building and we were off.

It was about 5:30 Saturday afternoon. We had been standing by ever since midday amid a steady roll of ack-ack (anti-aircraft) gunfire and the thud of bombs toward the east. I knew we were in for something pretty serious for whole streams of great red trucks of the regular London fire brigade were thundering past us, their bells jangling and their handholds packed with clinging men.

We raced on, going hell for leather in one clanging company. As we passed Lambeth Palace, where the Archbishop of Canterbury lives, I had time to reflect that this ancient place, which had seen the great Fire of London and many other things in its time, had never seen such a turnout as this. Looking up between two of its Tudor towers I saw ten Dorniers wheeling and glinting near a cloud patch, with our fighters weaving in among them. They were going south and had probably done their job. Or, I thought hopefully, they had not been able to break through to the docks area. I could see bombs falling well away in the southern suburbs.

By now we were in Old Kent Road and at the lower end of it we ran into the first wreckage—shops and houses demolished by German bombs

CONTINUED ON NEXT PAGE

GREAT PIPE OFFER

plays repeat performance

Hurry, Men, don't miss this famous
"GET ACQUAINTED with BRIGGS" BARGAIN!

It's the same choice, "Park Lane" briar pipe...as last year's fast sell-out. And, remember, the quantity is limited. So, again, it's first come, first served. There is only one reason why Briggs can afford to repeat this great bargain "buy". We know that most men who really get to know Briggs Pipe Mixture like it...for life.



Genuine "Park Lane" Briar, perfect finish and balance. Heat-tested bowl exclusively processed and permeated with fine oils. Mouthpiece matches grain of wood. Removable triple filter assures continued sweetness. Supply limited. Act today!

GENUINE "PARK LANE" BRIAR
WITH TWO 15¢ TINS OF
BRIGGS
PIPE MIXTURE

Briggs is a blend of blue ribbon tobaccos, time-mellowed extra long in oaken casks. Its flavor and fragrance win most men... at first pipeful. So act at once. Don't delay. Your money back, gladly, if you say so!

All Yours
for
\$1.00



At your tobacconist...
or mail this coupon!
ACT NOW, MEN

Go to your tobacconist today. If he can't supply you, get this coupon in the mail right away. We guarantee quality of both pipe and tobacco...but quantity is limited. Tear out now as reminder...before you forget!

P. Lorillard Company
119 West 40th Street, New York City

(1.40)
Enclosed is \$1.00 (check or money order for safety). Send me the special de luxe box containing 2 tins of Briggs and the genuine "Park Lane" briar pipe as advertised. This offer good in United States only!

Name _____

Address _____

Copyright, 1940, by P. Lorillard Co.

Campus Boot

Overboot

Velveteen Kwik Boot

Swagger

Suede Kwik

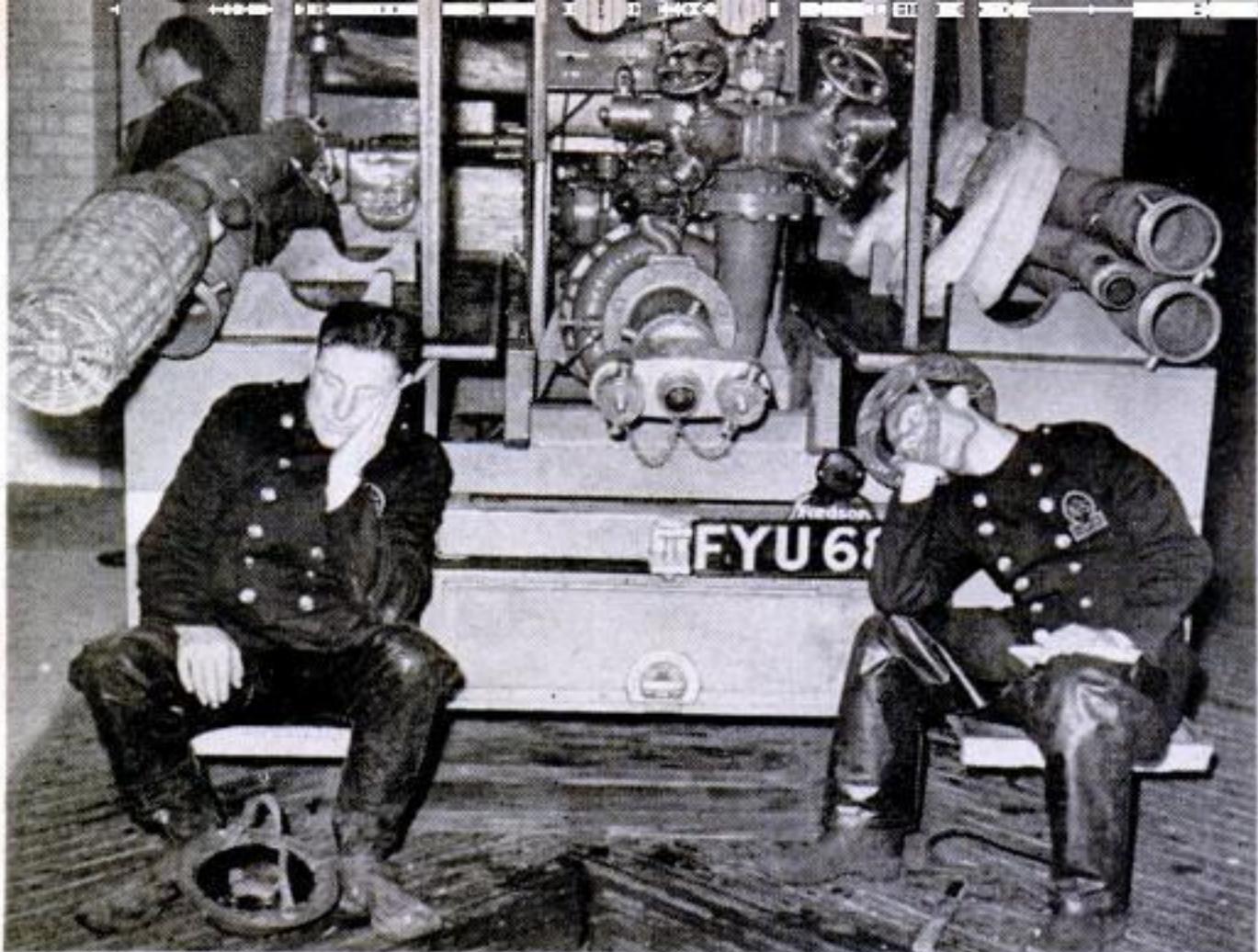
Elite

You... a bright spot on a dull day

Gone are the days when a gal stayed home to keep her feet dry or went into a rainy world looking a frump. Now—an adorable costume for inclement days can be assembled from the Gaytees Stormy Weather Shop. Colors and styles for all tastes. Heels and lasts to fit all your shoes. Ask your favorite store to show you the styles and colors it has in stock. They are not Gaytees unless the name Gaytees is on them.

from the **Gaytees**
REG. U.S. PAT. OFF.
STORMY WEATHER SHOP

United States Rubber Company  Rockefeller Center, New York



Crew members catnap on the tail of their heavy firefighting unit during an air-raid alarm. Man on the left was formerly Carnera's sparring partner, other a bank clerk.

London firefighter (continued)

which had missed the docks. Once or twice we skirted bomb craters crazily on two wheels, with pump trailer slewing wildly at all angles. We hung on like grim death as we bounced over wreckage and around corners. And over the clanging of our fire bells I could hear the unceasing thud of explosions coming nearer and nearer.

We were a mixed squad but typical enough of A. F. S. In my section I had an ex-insurance salesman, a meat porter from the Smithfield Meat Market, a South African who had come Europeward for a good time and had joined the A. F. S. when he had gambled all his money away. The others were a Maltese-born bank teller, a printer, a perfume packer and a concrete worker. During the year of training and waiting, the biggest jobs we had ever turned out for had been an occasional chimney fire and a smoke-filled boarding house where a sleepy lodger had set his bedclothes alight with a cigaret. A lot of people regarded us as a joke, as something like the Keystone-comedy fire brigades of the early films, and many Londoners used to grumble that the whole 30,000 of us were expensive liabilities who got three pounds a week and keep just for riding around in taxicab trailers and polishing a bit of brasswork.

But now, down in that wrecked section of working-class homes near the docks, there were little knots of people at every street corner who stood there, bombs or no bombs, cheering us on and pointing the way. As we went clanging past they grinned, waved and shouted directions and good-humored cracks: "Second to the left and keep going." . . . "Got your asbestos suits with you?" Sometimes there were warning shouts: "Miss the third turning—that street's bombed." They were cheerful and grand in that hellish racket and I felt warm and proud.

Hurtling round one corner we rolled over the pavement to miss a bomb crater. Our two rear tires, pierced with window glass which littered the pavement, suddenly blew out and the fire truck lurched into the air and flung some of us off into the road. Other appliances, luckier than us, were flying past us on the way. Furious at this mishap within sight of our goal, we piled into the job of replacing the damaged tires. In the middle of the change job a Bren gun-carrier, manned by a Canadian crew on the way into London, pulled up alongside. They jumped off and lent a hand and I think we beat all world's records, on or off a motor racetrack, in changing those wheels. In a minute or two we were off again to Pageant Wharf station, where they ordered us off to Gate 1 of Surrey Commercial Docks to tackle a wharf fire.

Burning barges must be sunk

As we turned inside, a spectacle lay before us which I shall never forget to my dying day. From end to end the dockside was aflame. The water itself seemed alight, but that came from the burning barges. Across the water an island jetty was blazing and from the left, the right and all around, heat waves struck us in the face like a blow. I felt numb. So did the others, they admitted afterwards, but we went through all the proper motions.

Most of the burning stuff was timber which had been stacked along the dockside, set afire by sparks from loaded barges on which, presumably, bombs had fallen. On each side I could see huge walls of what we call "hot smoke"—thick black stuff shot with billowing gouts of flame. We had to chance it to get our suction pump down into water from the quayside.

At the quay I found a big warehouse not yet touched but in great danger from those blazing barges. The wind was carrying flame and sparks. Even the water-logged surface of some timber rafts lying between them and the quay was now burning. The only way to save the shed and fight the fire to the left and right of us was to sink those barges at once. We began filling them with water all the while we were playing other hoses, dousing the rafts, keeping the shed watered down and our way of escape open.

The first few hours seem like a nightmare now. I knew that night had



East End street lights up like day while Auxiliary Fire Service men spray the blaze set by bombs aimed at nearby London docks. The fire was under control by dawn.

fallen, but only by my watch and the sky which had vanished from sight above the crest of flames. The men were wonderful—men like Eddie Donlevy (the ex-porter from Smithfield), the newest member of the squad. He didn't even have a full uniform but he gave the standout performance. Once I saw him, in a muffler, dungarees and tin hat, silhouetted against the flames as he stood far out on the rafts tossing blazing planks into the water. Another time he flung himself head first on the hose branch which had broken loose and was flailing crazily about. There was no way in that inferno to signal the engineman to shut it off. Eddie is a pretty strong boy, but you have to be to hold down a hose branch with 110-lb. pressure to the square inch. He kept our spirits up with his wisecracks. Later, when we suddenly became aware that more bombs were tumbling down around the blazing target, it was Eddie who cracked: "Blimey, if it hasn't bloody well started raining again."

Cut off by flames

I can remember some moments when I felt pretty black. Once, coming back from the gates with some fresh water to drink and steep the handkerchiefs which we tied across our faces against the colossal heat, I saw our hoses disappearing into smoke and flame. I suddenly felt we were cut off and alone. Again, emerging onto the quayside and looking at the gigantic blaze all around, I thought, "How bloody hopeless, all London is alight."

The sight of two more of those damned barges sinking at last was cheering but for hours we saw nobody and had no news of any kind. Finally, at 10:30 p. m., the district superintendent came walking toward us through an avenue of smoke and flame. God knows how he had found us in this obscure corner of what was beginning to look like a suburb of hell. He is a gray-haired oldtime regular and was fighting fires before I was born. His eyes are screwed up from smoke of some of those forgotten fires; in the service they call him "The Salamander."

I showed him around our little spot and explained my trick with the barges. He nodded briefly and said, "Good work," and I couldn't have felt better if the King himself had congratulated me. He took me along the quayside and pointed out a place which had been hidden from our view and said that another unit was having a bad time there. We could see them dimly in the glare. They seemed almost cut off. They gave no signal for help but later I saw them pushing their trailer appliance over the dockside into the water. From that I judged that it was all up but there was still a way out on foot for the crews. They did not want to call on me and dumping the appliance into the dock would at least save it from the flames. It could be dredged up afterwards.

Then the worst part of the night started. The first explosion, about 100 yd. away, blew me over on my back and sent flaming hunks of timber soaring skyward.

"What the hell was that?" I shouted to a pumpman, "Gas main gone up?" "No. Raid!" he yelled back, "Been on some time." For a second or two the mere thought of us standing naked on the edge of a clearly lit target terrified me. Then there came another and another crash close by and there was no more time to think. We flung ourselves down, nuzzling into wet ashes and mud but still holding on to our hose branches. One bomb hit the end of the raft in the dock, blowing out great lumps of 2-ft.-square timber. A huge column of water came over the dock wall and nearly drowned us—as if we weren't wet enough already. Looking up for a split second, I saw a 30-ft. length of heavy timber from the raft sailing end over end above our heads.

It seems strange now but my first clear impression about the bombing was a sort of flabbergasted surprise. In the work of fighting the fire I had forgotten all about raids and everything else. We had been working in

CONTINUED ON NEXT PAGE

*"Not till just now
have I heard radio
do full justice to
the Piano"*

SAYS HAROLD BAUER, PIANIST, AFTER LISTENING TO A NEW

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NO STATION INTERFERENCE
INCREASED DYNAMIC RANGE

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April Showers

The charm of youth is the key to sure social success. Cheramy's celebrated April Showers brings you the perfume of youth in Perfume, Talc, Cologne, Brilliantine and Dusting Powder. And April Showers offers you the beauty of youth in the new April Showers make-up—face powder with "come-hither" that stays on and on—audacious rouge in impetuous shades—lipsticks with permanent finish in various colors. Charm him and thrill him with April Showers.



London firefighter (continued)

such a tremendous uproar that it was impossible to hear the sound of sirens and even of the aircraft or gunfire. Glare from the fire hid the searchlights, leaving nothing to warn us. Bombs themselves were the first hint to anybody that the dockland blaze was an easy mark for Jerry.

Something had to be done about it quickly. I posted a man away from the noise of the pumps. When he heard the whistling air rush of bombs coming down, he was to wave his arms and we would all fling ourselves down.

"The men stuck it beautifully"

It worked all right. But we were up and down a good many times that night and as the hours went by it got a bit wearing. It's not pleasant to be bombed while you are standing in the open clearly marked by the flames, but the men stuck it beautifully. Gradually we were getting the fire under control. The barges had all been sunk and we had cleared the dockside. Now we started to work into the burning timber stacks on both sides of us.

Toward 2 a.m. the superintendent came along again to tell us that all the fires in our sector were out. We were ordered along to another to help in cooling down red-hot stacks of timber which were still acting as a beacon for raiders. That done, he sent us out into the streets beyond the dock walls to deal with flares from broken gas mains alongside the gutted workmen's flats. Bombs were dropping steadily.

I posted a lookout man up the street and picked the crater I could drop in if the lookout waved. I must have been pretty befuddled. I remember picking up half a brick and carefully placing it on the edge of the crater. Maybe I thought that this bit of brick might help protect my head from the blast if I had to pitch into the hole.

There were others besides firefighters in that holocaust. Going through the dock gates to the canteen for a welcome cup of tea, I saw a man leaning against the wall, hands in his pockets. What he was doing there, God knows. "Bit warm in there, isn't it mate?" he observed.

Later that night I bumped into another little man, dressed in his Sunday best but drenched to the skin. When I asked him about drinking water he led me through avenues of burning dumps to a shed and filled my canvas bucket at the pump. I asked what he was doing there. "Well," he said, "I was just coming back from the pictures with my old woman when this happened. I dumped her in a shelter and came on here to help if I could. I know the docks. I work here." He paused, and added: "But just look at me best brown shoes."

We got all our fires out by dawn but by that time Jerry had knocked off his bombing. We drove slowly back to the station, watching small groups of civilians as they emerged from the safety of their shelters. And for all their courage, one thing I shall never forget is the faces of ordinary little people staring blankly for the first time at the heaps of rubble which had been their homes.

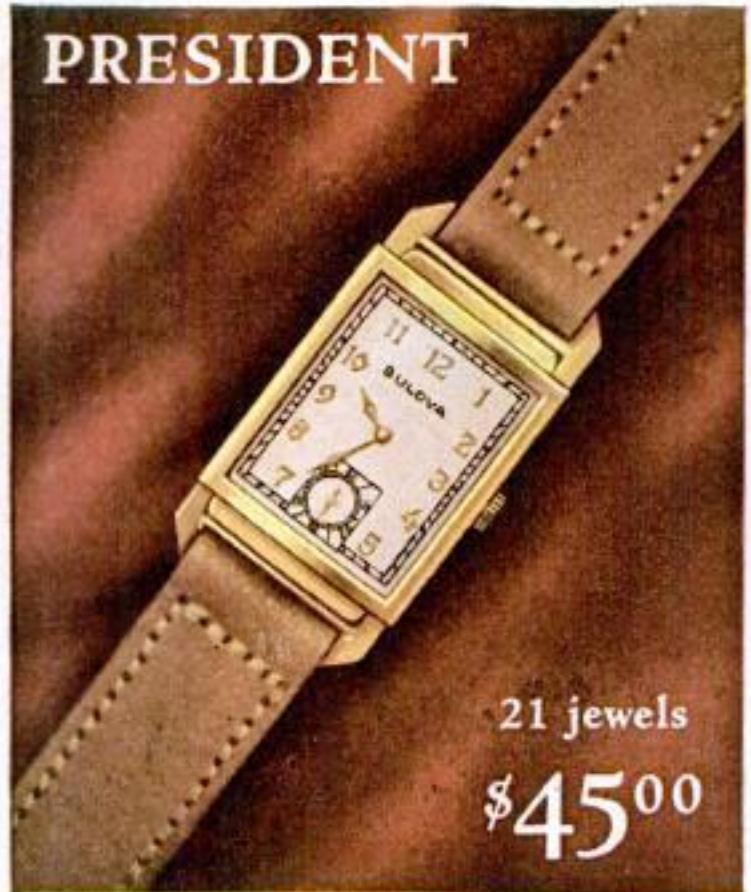


Rolling up hose to go home, this London A.F.S. man has fought all night against flames which swept all over docks along the Thames, gutted workmen's quarters.

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GREETS
THE
NEW

BULOVA "President"

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SEE this distinguished new Bulova watch . . . and you'll agree it lives up to its name. Because "The President" proves again that Bulova holds first place in timekeeping dependability and artistry. Any man in America will wear this watch proudly . . . proud of its modern, streamlined compactness . . . its dignified distinction . . . above all, its magnificent, 21-jewel Bulova precision. Truly here is the "watch of the year."

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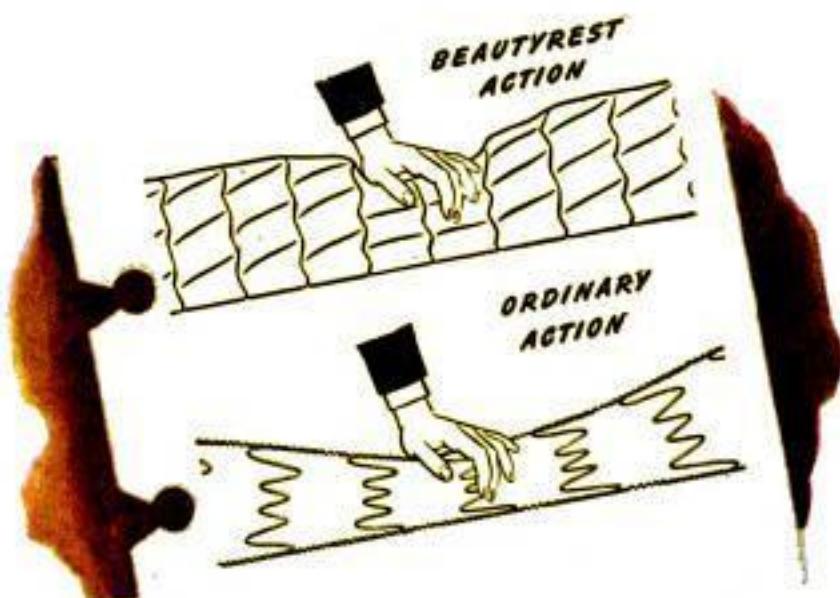


Official time-piece
American Airlines
~ Coast to Coast



1. What kind of comfort does it give?

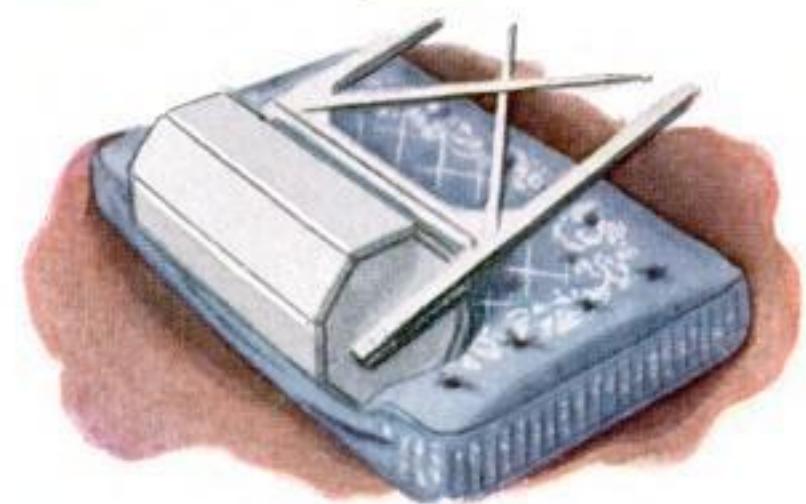
All mattresses look comfortable in the store. But remember... there are many *degrees* of comfort. A mattress with only the "usual" construction can give you only the "usual" type of comfort. But Beautyrest has developed a construction all its own. It gives you Beautyrest's supreme *luxury* comfort... glorious, blissful comfort no other mattress has ever given before.



2. What type of spring action does it have?

The usual type of spring construction ties the springs together by wire. As your body presses some springs down, all the others go down too—forming slopes and hollows.

Beautyrest features the radically different "independent coil" construction... where each of the 837 springs yields *independently* to the various weights of the different parts of your body... giving you buoyant, luxurious support that no other mattress gives. *We know.* We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.



3. How long will it last?

A mattress should be an investment in comfort *over the years*. One that loses its usable comfort in a few years is no bargain *at any price!* At the United States Testing Company, Inc. (Certified Test No. 11760), 17 different makes of mattress were tested. Beautyrest stood up *three times longer* than any other mattress tested. We guarantee Beautyrest for 10 years' service. But we honestly believe it will give you more than 10 years of Beautyrest luxury comfort.



4. Will it stay clean and sanitary inside?

Over the years many a mattress grows musty, stale, and "unclean" inside. But not Beautyrest. It has 8 real ventilators (not artificial ones) that "breathe" in clean, fresh air throughout the *entire* mattress... keeping it always sanitary and fresh.

The 6 most intelligent questions you can ask about a mattress



5. How will the mattress keep its shape?

Some mattresses just don't stand up. Lumps form. The edges break down and sag. But Beautyrest has a patented sag-proof edge that stands up under all kinds of abuse, keeping the edges neat and firm during the entire life of the mattress. (P.S. Beautyrest never "lumps" up. So it needs less turning. After the first few months, 4 or 5 turnings a year are plenty.)



6. How much should I pay?

The New Beautyrest costs \$39.50. Based on our 10-year guarantee alone, this price comes down to *a penny a night*... cheap enough, don't you agree, for the most luxurious mattress ever made? Buy a Beautyrest. Accept no mattress "just as good." For Beautyrest has imitators. *But no other mattress can give you ALL its advantages.* Simmons Company, Chicago. Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



ALL OVER THE U. S. DRAFTEES LIKE THESE VOLUNTEERS AT FORT SLOCUM, N. Y. WILL AWKWARDLY LINE UP FOR EXAMINATION. EXAMINERS ARE REGULAR ARMY DOCTORS



This volunteer was rejected by the Army because he did not have enough teeth. The Army requires that recruits have at least twelve teeth, with three good biting surfaces on each side.

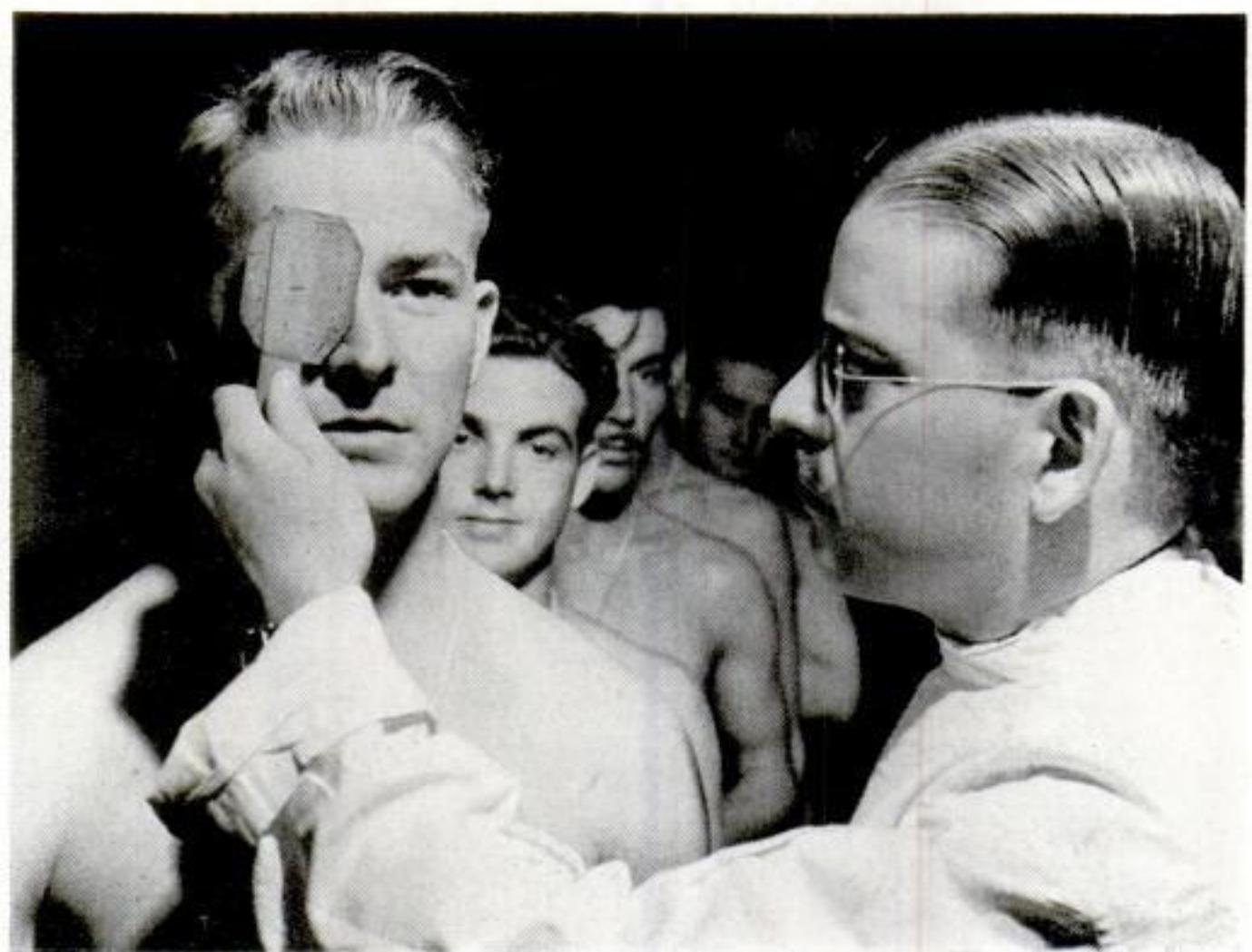
AMERICAN SOLDIERS IN 1940 ARE 2 IN. TALLER, 15 LB. HEAVIER THAN 1917

Next month some 400,000 draftees will troop into recruiting stations throughout the land to receive physical examinations like the one shown above. Doctors will peer down their throats, X-ray their lungs, test their eyes, examine their legs and feet. The results of these examinations should be highly encouraging. They will show that today's soldier is 2 in. taller, 15 lb. heavier, infinitely healthier than the American soldier of World War I. Because of this, he should make a far better fighter.

But the Army still will have plenty to do to improve the health of its draftees. Some 40% of them will be rejected because of bad teeth, defective hearing or eyesight, flat feet, weak lungs, hernias or venereal diseases. Many of the rest will be flabby, undernourished, have poor abdominal muscles. They will be in no condition to take part in strenuous maneuvers or tote a 50-lb. pack 20 miles. To all of them, the Army will first give lessons in sanitation, ordering them to shave, use plenty of soap and water, keep clean, brush their teeth and neatly comb their hair. Then each will be given a thorough shower and outfitted with \$90 worth of uniforms.

For the next four weeks, the Army will concentrate principally on health. During that time draftees will do the things that the volunteers shown on these pages are doing now. They will get three good meals a day with as many helpings as they like. On the drill field they will be given setting-up exercises, taught the rudiments of drill. They will be formed into football teams which will play other Army posts. Around camp they will pick weeds, paint fences, indulge in plenty of horseplay. At the end of four weeks they will be physically ready for anything.

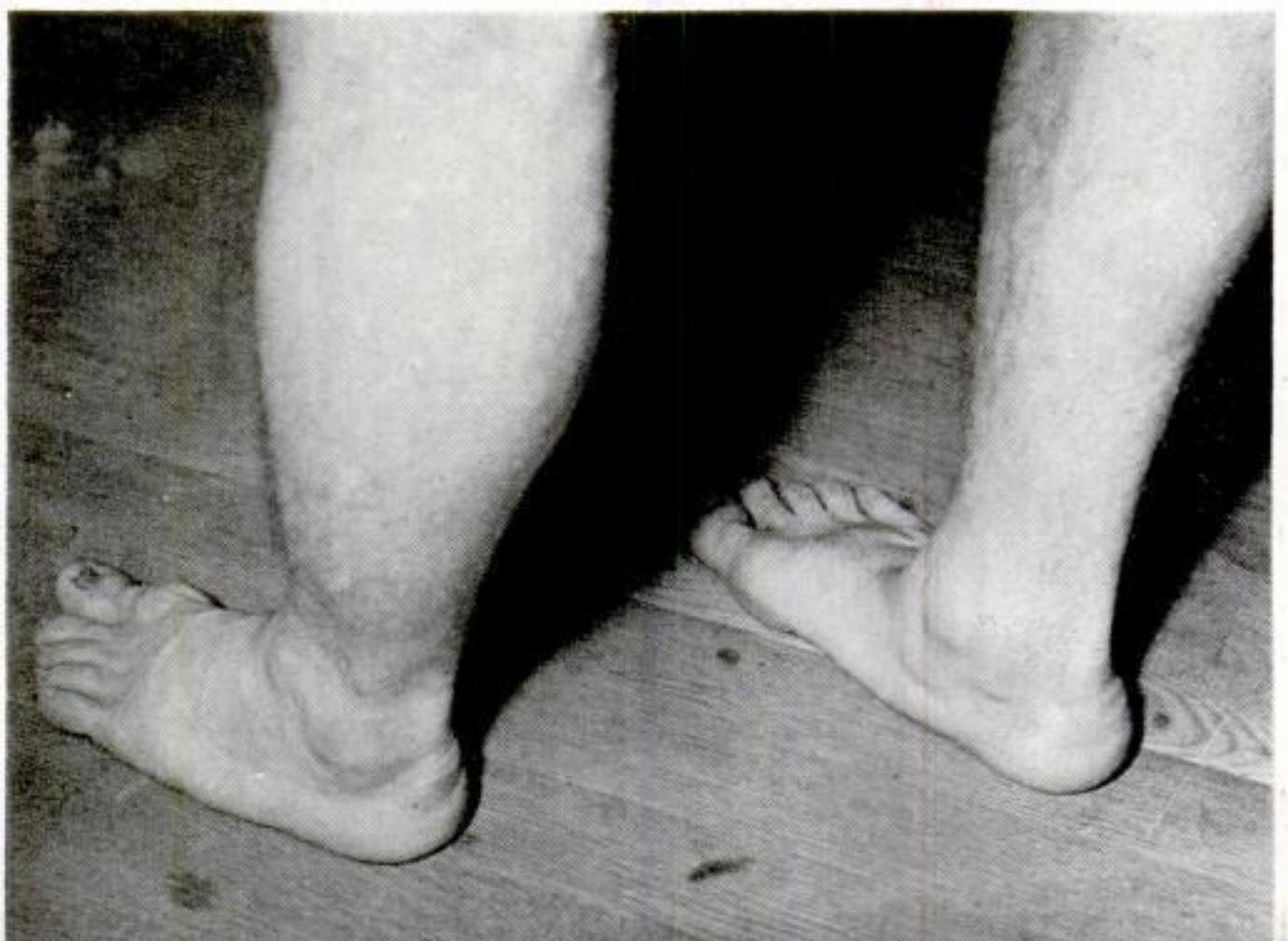
Army health (continued)



In the important eyesight test an Army volunteer or draftee must be able to read 1½-in. type from 20 ft away, although one eye may be much weaker than the other.



To pass the hearing test an Army candidate must be able to hear watch tick clearly at 12 in., should be able to hear ordinary conversation at distance of at least 20 ft.



These feet are too flat to be allowed in the Army. Men having only slightly flat feet are accepted because the condition of their feet will be greatly improved by exercise.

**"Even her easy chair
was a torture seat"**

1 "You'd never recognize this woman," writes a friend. "A few months ago she had that pain-haunted look so often etched upon the faces of *rectal sufferers* (those bothered by constipation accompanied by rectal irritation). To her, of course, harsh laxatives were a nightmare.



2 "Having learned about Saráka, I passed the good news on—told her how gently Saráka* works, that it forms a moist and jelly-like 'softage' particularly kind to tender, irritated tissues—so gentle yet so satisfying and thorough in its action. She lost no time in getting some Saráka.

*Bassorin plus frangula

3 "One day she sent me a snapshot along with this note—'Just to show you that life looks a lot rosier since I discovered Saráka!'" If you are troubled with common constipation and have reason to fear the harsh action of purging laxatives—get Saráka at your druggist's. Discover for yourself if it doesn't bring blessed relief to you as it has to so many.

- 1 No griping pains
- 2 No coarse roughage
- 3 No oiliness
- 4 No harsh action
- 5 Pleasant to take
- 6 Economical

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of Anti-infective Vitamin A, Anti-neuritic Vitamin B₁, Sunshine Vitamin D, and Growth Vitamin G. Laboratory-tested and kennel-proved. Always ask for Red Heart Dog Food—in 3 delicious flavors... beef, fish, and cheese.

FREE Send 3 Red Heart labels—Diets A, B, and C—to John Morrell & Co., Dept. 410, Ottumwa, Iowa, for new, improved Red Heart Dog Locket and copy of Michael von Motzeck's *Official Obedience Rules*.

DIET A—BEEF FLAVOR
DIET B—FISH FLAVOR
DIET C—CHEESE FLAVOR
FEED IN ROTATION



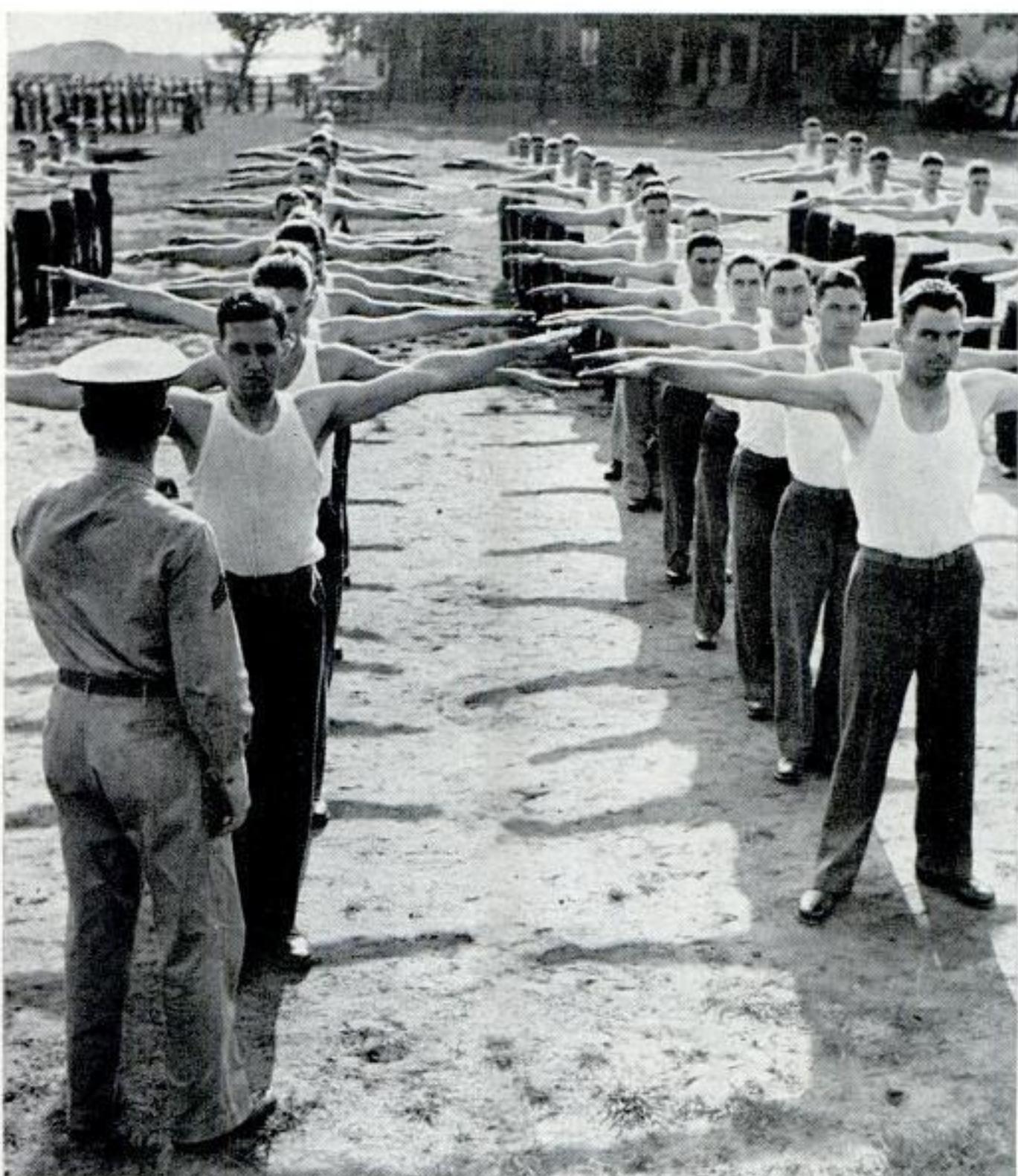
Red Heart
THE 3-FLAVOR
DOG FOOD

*According to independent nation-wide surveys

AMERICA'S NO. 1 FAVORITE *



Football is a serious sport in Army camps. Here the Fort Jay, N. Y. team limbers up for practice before its game with Valley Stream. Fort Jay team averages 200 lb.

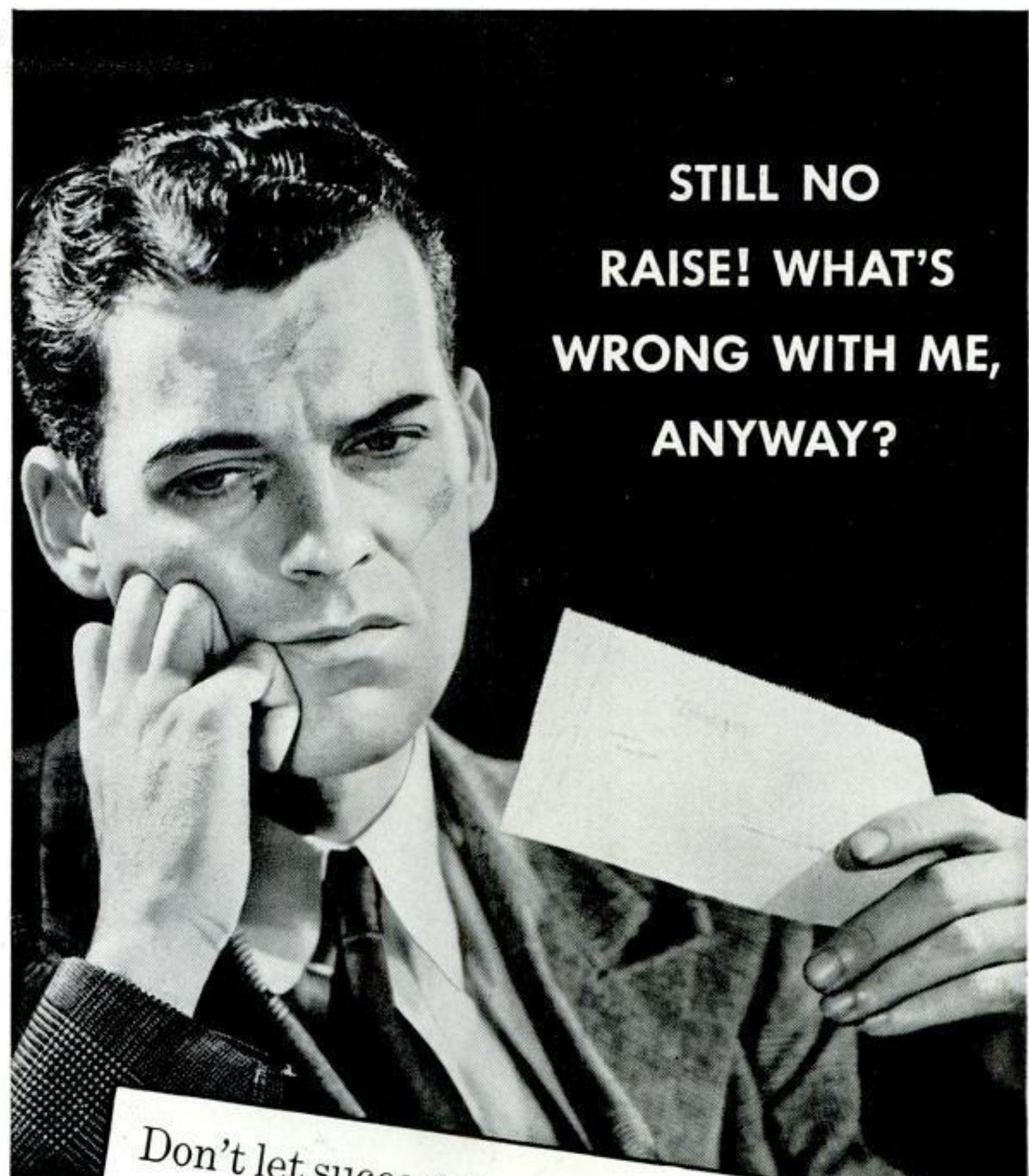


Calisthenics are tough, grueling work for recruits who have spent years sitting behind a desk. At first ragged, they quickly become precise in their bends and twists.



Newcomers at mess, made hungry by day's work, eat three times as much as veterans who are used to routine. Meal here consists of soup, ham, potatoes, beans.

CONTINUED ON NEXT PAGE



**STILL NO
RAISE! WHAT'S
WRONG WITH ME,
ANYWAY?**

Don't let success pass you by! Use Lifebuoy!
Of all popular soaps, Lifebuoy is

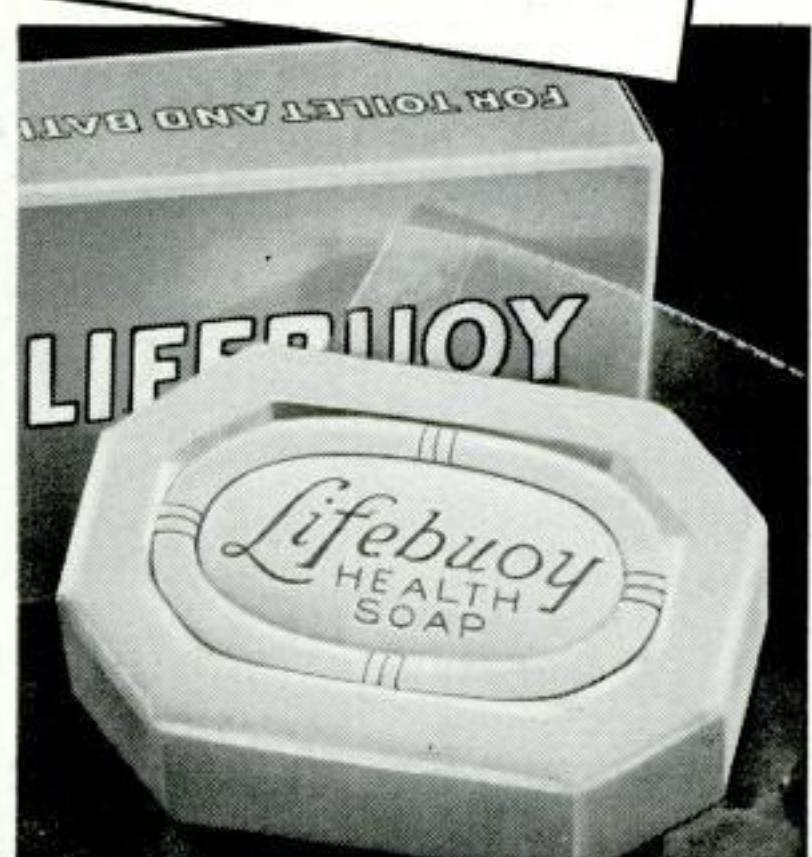
**THE ONE SOAP
ESPECIALLY MADE TO
PREVENT B.O. (BODY ODOR)**

NO OTHER POPULAR SOAP HAS LIFEBOUY'S DEODORIZING INGREDIENT! IF YOU WANT TO KEEP PRESENTABLE, LIFEBOUY IS THE SOAP FOR YOU. USE LIFEBOUY IN YOUR DAILY BATH AND KNOW YOU'RE SAFE — IMMACULATE — REALLY CLEAR OF OFFENSIVE "B.O."

Lifebuoy Health Soap offers such real protection! This big coral cake is so different, so clean, so wholesome. Looks different, smells different, acts different!

Your Lifebuoy bath is ALL-OVER protection. Don't depend on anything short of that. For perspiration occurs anywhere on the body... is caused by nervousness, as well as heat or exercise.

Rich, full-bodied, creamy lather — tangy and purifying. How you'll go for it in your Lifebuoy bath! Such refreshment — such a lift — such a clean feeling! Get Lifebuoy today!



ITS CRISP ODOR GOES IN A
JIFFY... ITS PROTECTION
LASTS AND LASTS

LIFEBOUY HEALTH SOAP

YOU'VE BEEN WAITING FOR A SHIRT LIKE THIS

WINGS SHIRTS

WITH AEROPLANE FABRIC
COLLARS AND CUFFS



\$165

At last! A shirt that gives you all the style, the looks, the perfect fit you want . . . plus wearing qualities you never dared hope to find.

The collars and cuffs are made of genuine aeroplane fabric, guaranteed to outlast the shirt itself. The shirts are smartly tailored of fine, lustrous super-count broadcloth, cut to give you

custom-tailored fit. The collars refuse to wrinkle no matter how much they're worn or washed. And every shirt carries this guarantee: A new shirt, if your Wings does not outwear any other shirt you've ever worn.

White, colors and smart new patterns. A variety of collar styles.

Wrinkle-Free collar made under Celanese patent.

MANUFACTURED ONLY BY PIEDMONT SHIRT CO. GREENVILLE, S. C.

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*Slightly higher at distant points.

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IMPERIAL FURNITURE CO., Grand Rapids, Mich., Dept. 1021-G.

Enclosed find 10c for which send me your new illustrated booklet, "The Choice and Use of Tables."

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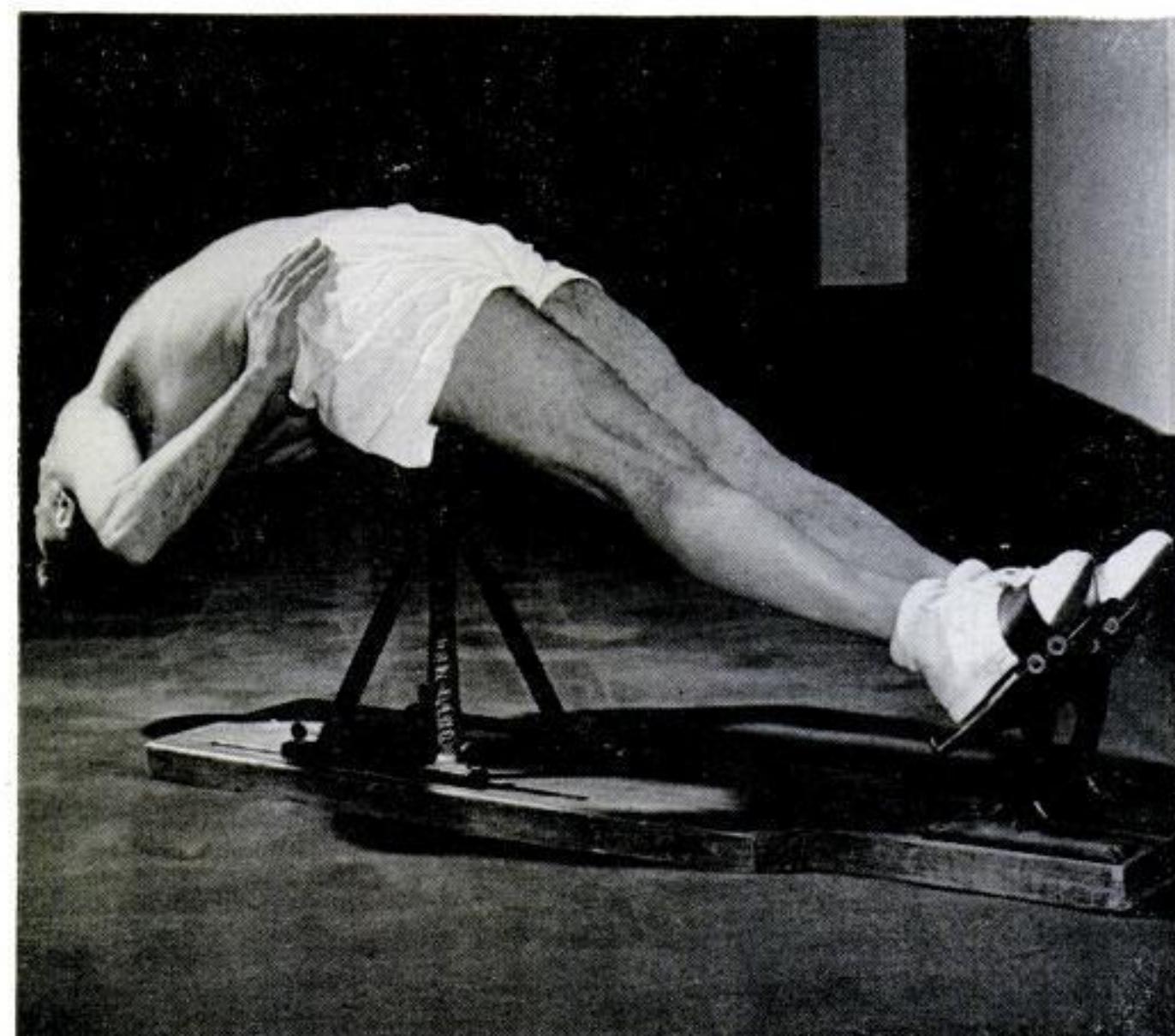
City _____ State _____

Army health (continued)

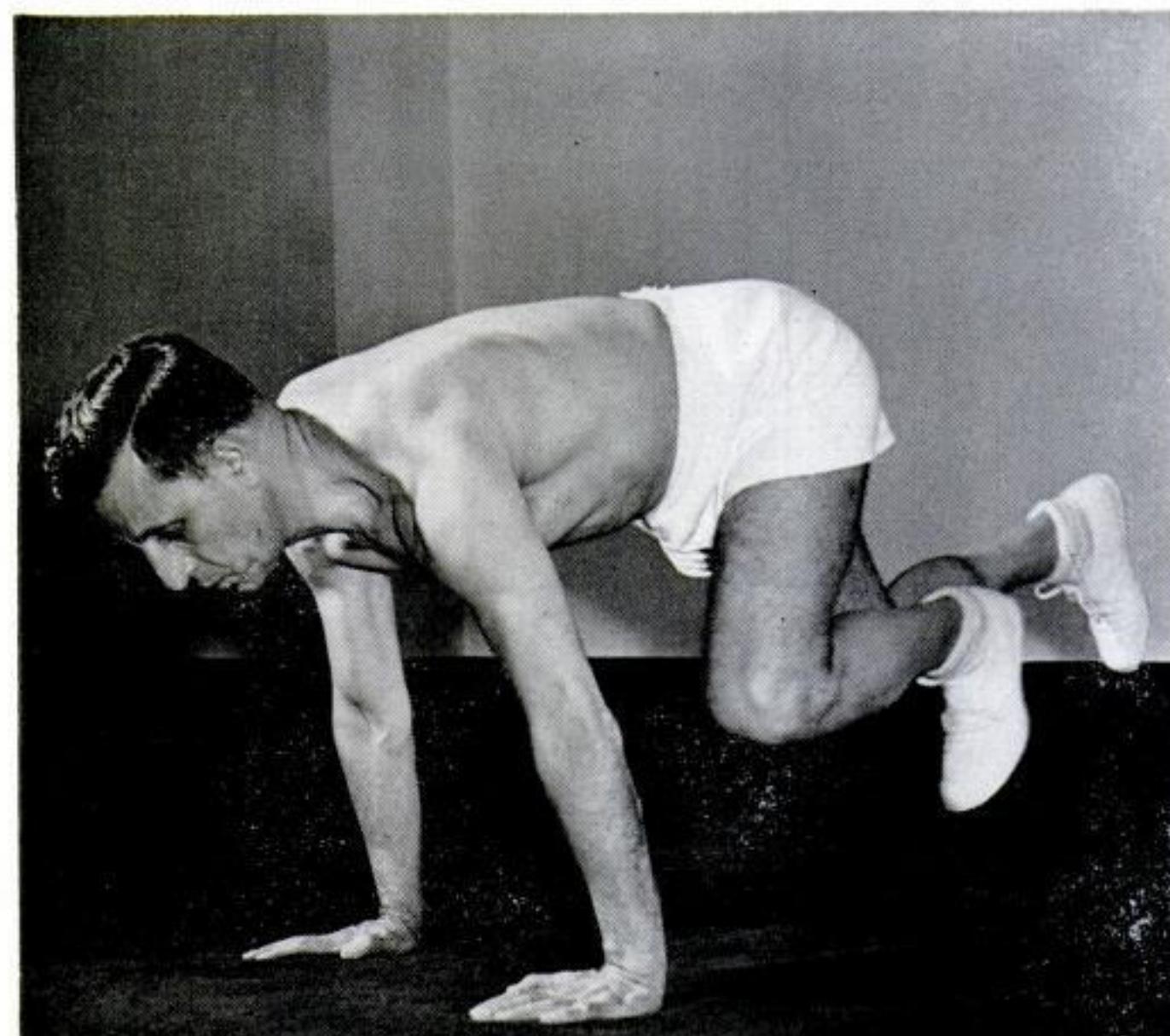
Before being drafted, men should do this



To get in shape for the Army, home exercises are recommended by Ian Gary, Army athletic instructor in World War I. Here he swings the upper leg back and forth.



For weak abdominal muscles Gary recommends raising and lowering the trunk of the body. At home stool and bureau may be used instead of this elaborate machine.



For poor wind Gary lifts himself on hands, jumps forward and backward. He thinks every draftee should make himself strong doing these exercises before joining Army.

Leopold Stokowski

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VIENNA PHILHARMONIC ORCHESTRA
SYMPHONY NO. 9 IN D MINOR ("Choral")
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Records in Album.....\$8.50

His Glorious Ravel's "Bolero" and Dvorak's "New World" Symphony Now at Columbia's Low Prices!

Columbia is proud to announce the addition of the world's most famous musical name to its sparkling list of recording artists—Leopold Stokowski, conducting The All-American Youth Orchestra.

For many years Stokowski has ranked among the greatest symphonic conductors of all time. And now you will find all the soaring beauty of his dynamic interpretations flawlessly preserved on Columbia Blue Label Masterworks.

These superlative records cost so little, too! For, under Columbia's radical re-pricing policy, the thousands of fine recordings in the great Masterworks collection are now yours for as little as $\frac{1}{2}$ what you used to pay. All 12-inch Blue Label Masterworks, \$1.00—10-inch, 75¢. Yet, despite these new low prices,

Blue Label Masterworks are actually finer than ever before—giving you *greater fidelity . . . less surface noise . . . and longer wear*.

Go to your record dealer soon. Never before has there been such a wonderful opportunity to own and enjoy the immortal classics . . . recorded for your endless pleasure.

ASK YOUR DEALER FOR THESE NEW STOKOWSKI RECORDINGS!

THE STAR SPANGLED BANNER • GOD BLESS
AMERICA. 10-Inch Record No. 17204-D. 75¢

BOLERO (Ravel). Set X-174. Two 10-Inch
Records in Album. \$2.00

SYMPHONY NO. 5 IN E MINOR ("From New
World.") (Dvorak). Set M-AM-MM
416. Six 12-In. Records in Album. \$6.25

ALL COLUMBIA BLUE LABEL MASTERWORKS RECORDS 10-INCH . . . 75¢, 12-INCH . . . \$1.00

**..AND NOW.. A ONE-PIECE
PORCELAIN MAYTAG SQUARE
TUB WASHER!**



with Maytag's finest washing features!



1. 50% greater washing capacity
2. Safe, easy-to-operate damp-drier
3. Gentle, fast Gyrafoam Washing Action

• For your everlasting benefit Maytag has worked wonders in porcelain. Now you can get the benefits and features of Maytag's famous square tub design—at a price you'll be pleased to pay.

It's actually amazing how this new Maytag Commander takes work off your hands and saves you hours of time on every washday. And as for economical operation and the cleanest, finest washing results you ever saw—the Commander gives you much more than you thought possible. See it at your Maytag dealer's. Try it. Price it. It's the washer for you! Other models as low as \$59.95 at factory.

**LIBERAL ALLOWANCE ON YOUR
OLD WASHER . . . EASY TERMS!**

Now is the time to see your Maytag dealer about trading in your present washer. Your old washer doubtless will cover the down payment on a new Maytag. Act today.

SWEATER SEASON OPENS WITH RUSH TO WARM BULKY WOOLS

For the millions of women who like sweaters but abhor the studied sloppiness of the college girl's classic cardigan and pullover, manufacturers are this fall presenting new silhouettes and weaves. Among the season's novelties are longer sweaters with pockets,

tight-fitting waists (see cover) and shorter sweaters of bulky wools in bulky knits. Among the revivals are the turtle-neck sweaters and boys' sleeveless pullovers. To allay any suspicion that sweaters are not worn for warmth, most of the new sweaters are made of wool.



Turtle-neck sweaters in plain and ribbed knit, long-time favorites for horseback riding, are definitely back in the running in the

general sportswear field this fall. Long-necked girls like them for the flattering high collar. Men like their clean and uncluttered line.



Sleeveless pullovers with V-necks come in smooth and bulky knits in a great variety of colors. Novices at hand-knitting usually begin with this type of sweater.



Weskit-type sweater, buttoned down front, made in plaid or plain pattern, adds to the horsey atmosphere of outfit, is reminiscent of grandma's chest protector.

CONTINUED ON NEXT PAGE



"**Her husband** wouldn't be such an old bear if she sweetened her breath with PEP-O-MINT LIFE SAVERS."



Everybody's breath offends sometimes after eating, drinking, or smoking.

Let PEP-O-MINT LIFE SAVERS save yours. There are also 13 other delicious mint and fruit flavors. Sold everywhere. 5¢

Sweaters (continued)



Long and fitted are the new cardigans, some of them extending down over the hips. Most of them have two big pockets. These sweaters are worn with or without blouses.



Cable stitch (vertical, rope-like line) appears on machine-knit sweaters which retail for \$2.95 as well as the hand-made variety which costs many times as much.



Classic cardigan has been shortened and modified into the sweaters shown here and in picture above. Front-opening makes them easier to manipulate than pullovers.

Have YOU tried them yet?

You'll wonder how such delicate things can be so sturdy. You'll marvel at their filmy sheer-ness and subtle shades. But when you wear Berkshire Stockings you will find that . . . with all their beauty . . . they wear and wear and wear. You simply must try Berkshires.

Guaranteed as advertised in Good Housekeeping

BERKSHIRE STOCKINGS

GLADYS PARKER

Berkshire STOCKINGS

Made by Berkshire Knitting Mills, Reading, Pennsylvania, the world's largest manufacturers of full-fashioned stockings

Announcement

A nationally known manufacturer is about to launch an entirely new and different kind of radio program, created to make the sincere, honest ambitions and dreams of many Americans come true. You now have the opportunity to have your ambition considered for use on this program. Perhaps you've dreamed of a career, a new start in life, a long-needed but expensive operation, or perhaps a trip. Write full details today. Your letter will receive full and careful consideration. Address Post Office Box RR, Chicago.

The first of these broadcasts will be heard over a coast-to-coast NBC Red Network, Sunday, October 27, 5:30 PM Eastern Standard Time—4:30 PM Central Standard Time—3:30 PM Mountain Standard Time—2:30 PM Pacific Standard Time.

"Life's Good TO US WALKERS— WITH NUCOA'S HELP!"

says Mrs. Arthur E. Walker, lawyer's wife—
mother of Arthur, Lorraine and Birchard

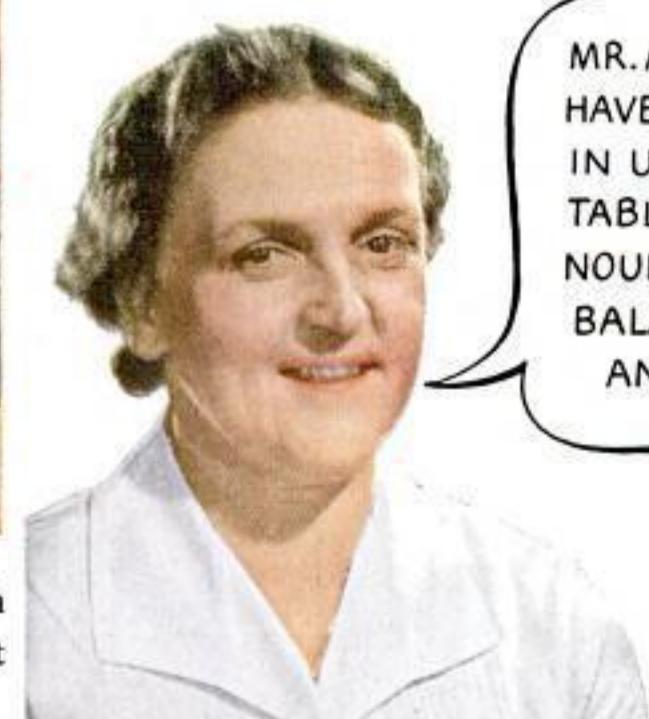


"5-YEAR-OLD 'BUNNY' (our pet name for Birchard), 8-year-old Lorraine, and 9-year-old Arthur Junior get VITAMIN A from Nucoa *all year 'round*. Nucoa does not vary by seasons. Every pound is guaranteed to contain over 7,500 Vitamin A units. Believe me, this is an important point to a mother who wants dependable food protection for her family!"



"I LIKE TO COOK with Nucoa. It's a flavor shortening which gives my cakes, pastries and fried foods richer taste—without high cost! And it seasons vegetables deliciously."

"OUR CHILDREN ARE STRENUOUS. Here's Arthur, crazy about baseball. Both boys love to box and climb and race—and Lorraine keeps up with them! For all this active living and growing, Nucoa furnishes as much food-energy as the most expensive spread for bread (3,300 calories per pound). Yet Nucoa is so reasonable in cost that I can cook lavishly with it and let the children eat the generous amount of 'bread 'n Nucoa' that they do, without cramping our food budget!"



MR. AND MRS. WALKER CAN HAVE EVERY CONFIDENCE IN USING NUCOA ON THE TABLE AND IN COOKING. NOURISHING NUCOA HELPS BALANCE THE BUDGET AND THE DIET, TOO!

says ALTA B. ATKINSON
Graduate in Home Economics—
B. S., Montana State College;
M. A., Columbia University.

THE WHOLESOME "THRIFT SPREAD" WITH VITAMIN A



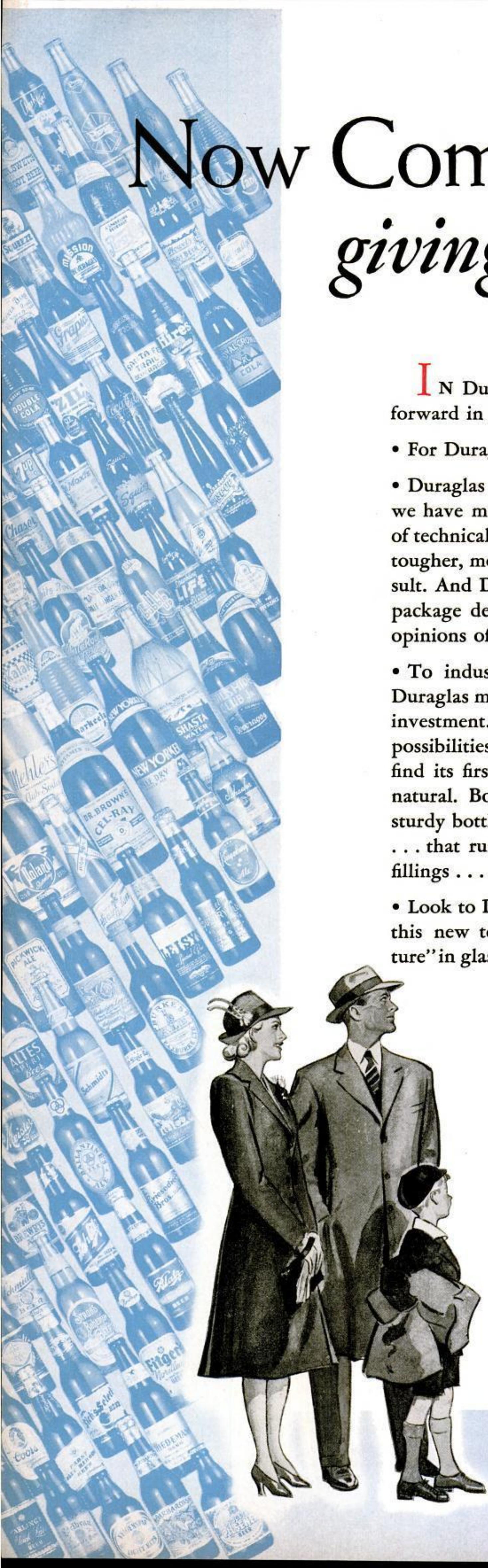
Now Comes *Duraglas**...a N giving greater strength and

IN Duraglas, 50 centuries of glassmaking move forward in one giant step.

- For Duraglas is more than a material.
- Duraglas symbolizes the basic improvements which we have made in the ingredients of glass, and a host of technical advances in fabricating methods. Stronger, tougher, more durable containers are the immediate result. And Duraglas also brings a new versatility to the package designer which is destined to alter previous opinions of glass as a packaging material.
- To industries which already use glass containers, Duraglas means new economies and a better packaging investment. To other fields, Duraglas brings exciting possibilities of better packaging. That Duraglas should find its first application in the beverage field is only natural. Bottlers and brewers welcome these tough, sturdy bottles that resist rough handling trip after trip . . . that run the gantlet of repeated sterilizations and fillings . . . that help lower costs.
- Look to Duraglas for great things in packaging. For this new technique makes possible a new "architecture" in glass containers...points to powerful merchandising appeals through better packages . . . stimulates a fresh buying impulse to consumers who *always* prefer to see what they buy. Owens-Illinois, Toledo.

***WHAT IS DURAGLAS?** Duraglas is the trade-marked name of glass bottles made by a new, improved technique developed by Owens-Illinois. This modern technique, covering every phase of manufacture from raw materials to finished bottles, makes possible a definite, predictable standard of strength and durability that means longer bottle life.

OWENS-



New Technique in Glass Making *longer life to beverage bottles*



This painting, by Paul Gerding, shows an Owens automatic bottle-making machine in operation at an Owens-Illinois plant.

ILLINOIS GLASS
First in Glass



Copyrighted material

HURRAY! NOW I CAN GET REAL LOG CABIN SYRUP ON MY BUDGET!



Log Cabin is a blend of pure cane sugar syrup with TWO full-flavored maples . . . the mellow, golden New England kind, and rich Canadian maple from trees 'way up north. This *blending* of not one but two maples with pure cane sugar syrup accounts for Log Cabin's *extra*, outstanding flavor. That's why Log Cabin is America's largest selling maple-flavor syrup!

3 sizes • Table • Family • Giant Economy



Here's a new breakfast treat!
LOG CABIN THIN PANCAKES

(As pictured at the left)

1 cup sifted flour
1 teaspoon Calumet Baking Powder
1/2 teaspoon salt
1 tablespoon Log Cabin Syrup
1 egg, well beaten
1 cup milk
3 tablespoons melted butter
or other shortening

Sift flour once, measure, add baking powder and salt, and sift again. Combine syrup, egg, and milk; add gradually to flour, beating only until smooth. Add shortening. Bake on hot, greased griddle. Makes 10 large pancakes.

TEXAS RANCH

THE OLD WEST LIVES ON AT MATADOR

Photographs for LIFE by Hansel Mieth



HAVING CURSED HIS MULES INTO THEIR TRACES, THE DRIVER OF THE MATADOR CHUCK WAGON STARTS OUT OVER THE TEXAS PLAINS AFTER THE ROUNDUP CREW

Outside of Texas today you don't see many chuck wagons bumping over the pasture land like the one above. Too many ranches have replaced the traditional wagon with the motor truck. But in Texas the chuck wagon still rolls on because in Texas the traditions of the cattle country are still real. There the ranches are still vast, the cowboys leather-tough and bowlegged, the horses ornery. In Texas the West is still the old West which Americans have seen so much in the movies that they don't believe it any more. The old West is still America and vice versa. Matador Ranch is proof of it.

Next to King Ranch, in southeastern Texas, Matador is the biggest ranch in the U. S. It has one ranch, called Matador near Lubbock which covers 466,000 acres, i. e., its dimensions are 56 miles north and south, 42 miles east and west. It has another 394,000-

acre ranch, the Alamocitos, 200 miles northwest of Matador on the New Mexico edge of the Texas Panhandle. This big chunk of America is owned by the Matador Land and Cattle Co. Ltd. which in turn is owned largely by Scotchmen with headquarters at Dundee, Scotland. It was set up in the 1880's, in the days when Britons sent their money to America to get in on the fabulous beef profits and, as a convenience, also sent their black-sheep sons to their ranches to get straightened out. In the story books, of course, the black sheep did get straightened out and married clear-eyed American girls.

Matador has 52,000 head of cattle and only 50 cowboys to take care of them. It takes only a few cowboys to run a ranch. But the cowboy still flourishes. He hasn't changed much. He is lean and loose-limbed. He lives out in the open, works sun-up to sun-

down, rolls cigarettes, wears boots every waking minute and never walks more than a few yards if a horse is handy.

Some hands are men who never wanted to do anything but tend cattle, for being a cowboy is still one of the great escapist trades. Some hands are reformed farmers, sheepish now about ever having been farmers. All of them love their life, though they always complain about it, and care about little except cows and horses. They are tough as the steers they round up but they persist in their old-fashioned delicacy which forbids their swearing when ladies are around—except when a horse acts up in which case politeness gives ground to profanity—and which caused cowboys at Matador to give Jackass Flat the temporary name of Donkey Flat out of deference to Hansel Mieth who took these photographs for LIFE.

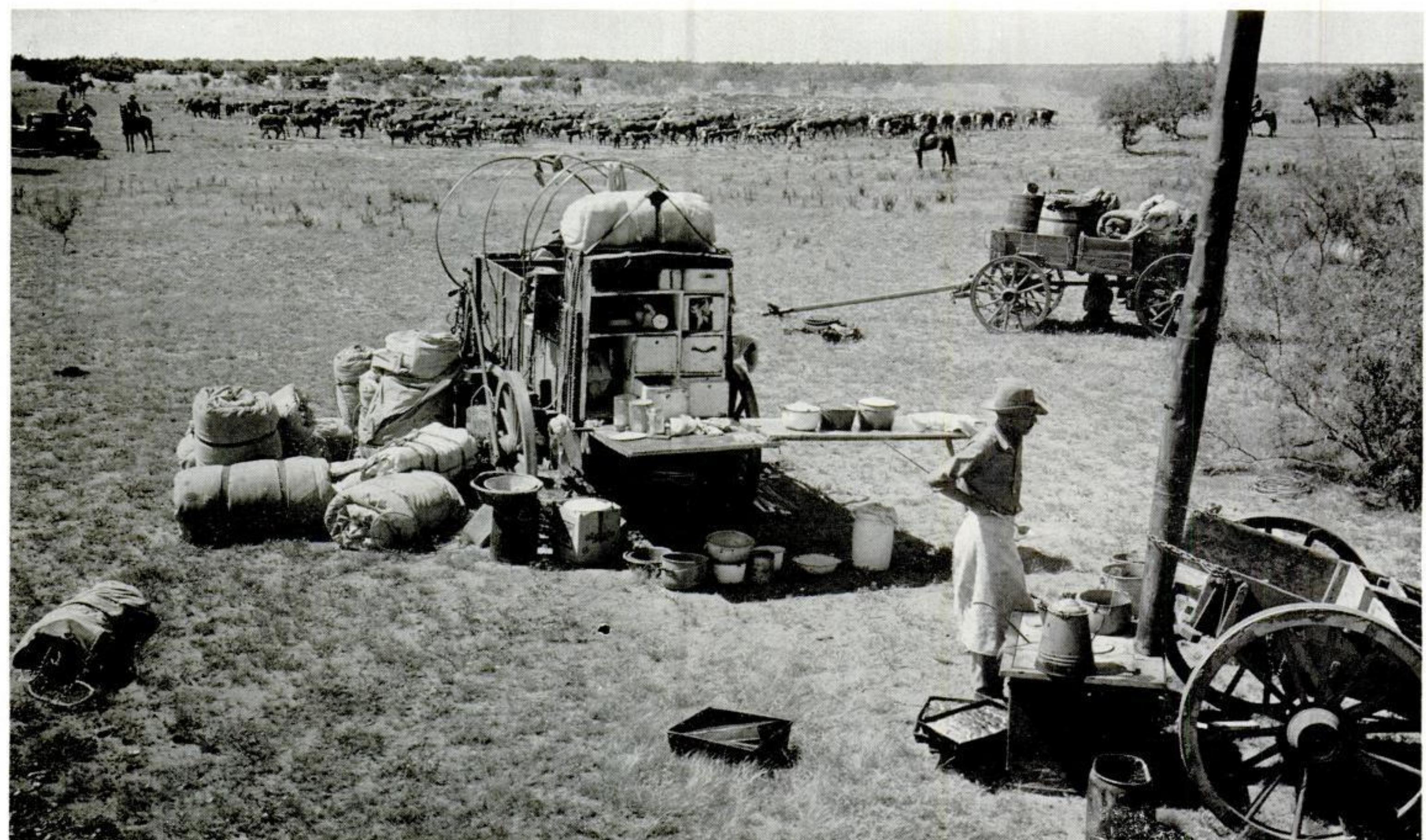
TEXAS RANCH (continued)



Out on the range the wagon boss looks over the territory his roundup crew will have to work tomorrow. There is not a cow in sight but the boss knows that there are plenty

around, all hiding out in the brush which gives cattle fine shelter but makes them wild and hard to handle. Brush is a nuisance on the ranch. Most of it is mesquite which used

to be kept down by prairie fires that Indians set. But today the mesquite grows in thickly, chokes out grass and ranchers have to pay \$4 an acre to have it grubbed out by hand.



Chuck wagon is home for the 18 men of the roundup crew. It moves along with cowhands, changing camp every day and sometimes twice a day. Chuck wagon itself carries food

and bedding. With it travel two smaller "hoodlum wagons" loaded with extra supplies, water barrels and branding irons. (No one remembers why they are called hood-

lum wagons.) Right now, it is almost lunchtime. A big herd of Herefords has been rounded up. The cook has biscuits ready in the stove and coffee hot in the big enamel pot.



The remuda, or saddle-horse herd, is penned in a rope corral. The dust at left is being raised by a hand who is having trouble roping his horse. Cowboys on roundup have elev-

en horses each, ride two to four a day. There are all sorts of animals in a remuda—good, bad, smart, tricky, even some gentle ones. The hands know the name and nature of ev-

ery horse in a herd as well as a man knows the quirks of his wife—and for as good a reason, because a cowboy, for better or for worse, has to live and get along with his horse.



Matador is considered a little fancy by some Texas neighbors because it sends a tent and a stove with the chuck wagon. Most Texas outfits cook right in the open on pot

racks over an open fire. There is nothing really high-toned about Matador. It is a straight horse and cow ranch with no frills like sheep, goats and hogs—or dudes either. Here the

hands are eating around the chuck wagon, sitting on rolled-up bedding. Cowboys, of course, still sleep as everybody expects cowboys to sleep: on the hard ground, under the stars.



COWBOYS SIT ALONG CORRAL FENCE WAITING FOR BRANDING IRONS TO HEAT UP. MOVIE COWBOYS NEVER TAKE THEIR CHAPS OFF BUT REAL ONES DO WHEN NOT RIDING

THE ROUNDUP IS COWBOY'S ALL-YEAR JOB

The cowboys at the Matador ranches are almost always out on roundup, branding calves and cutting out steers for market. It takes four months to finish one roundup and as soon as that is done, the crews have to start out all over again. Matador brands 15,000 calves a year and ships out 15,000 beef animals, carefully balancing shipments against new calves to keep the herd at the same level. Matador sells to Midwest feeders who keep the cattle until they are fat, then sell them to slaughter houses.

When drought comes, the roundup crews have to

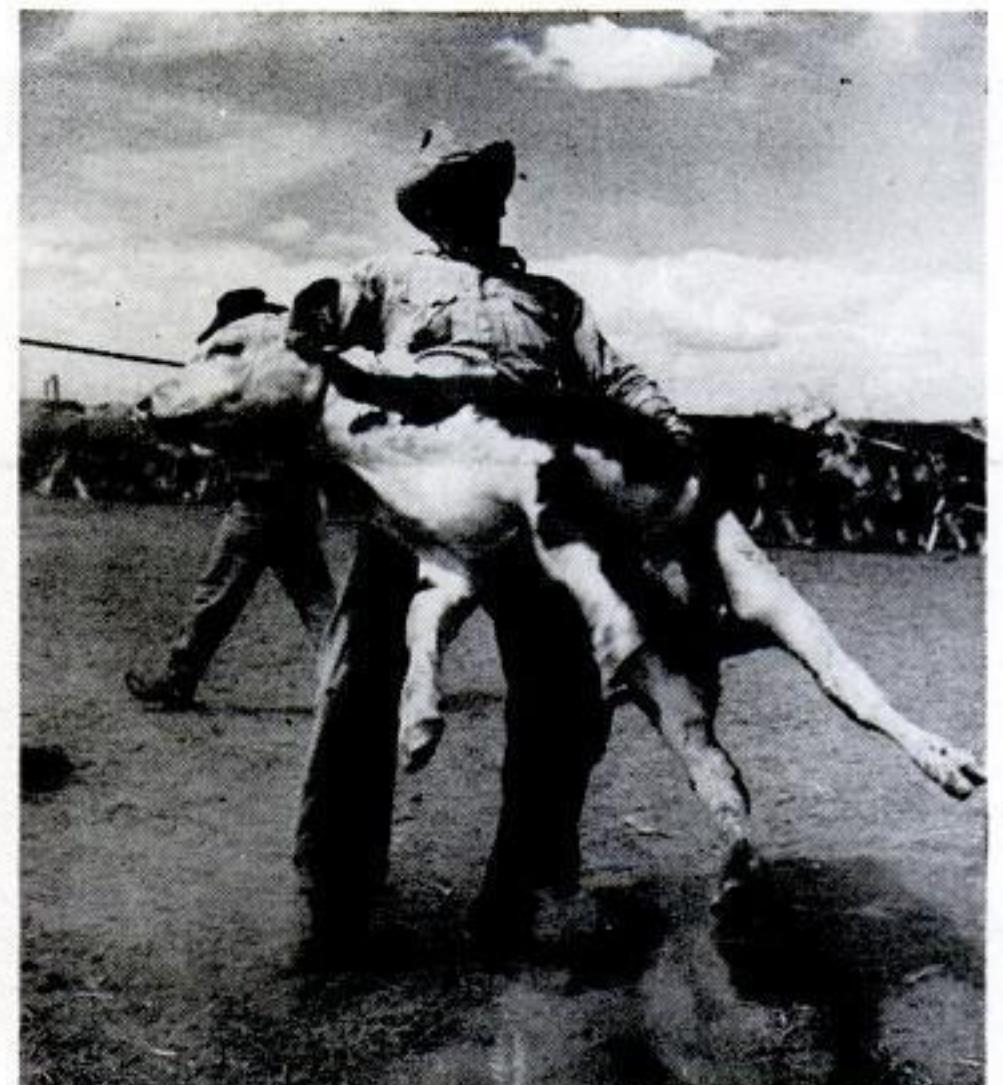
work doubly hard for then cattle have to be sold off quickly lest they die of thirst. Cattle country maintains a delicate balance between land which is too arid for farming and yet watered enough to support cattle. Water is the rancher's eternal worry. If much rain comes, then farmers move in and the price of pasture land goes up too high for profitable ranching. If too little rain comes, the cattle die. Most of the natural water holes on Matador have dried up. The cattle drink at artificial holes pumped by windmills into tanks, like the ones shown on page 74.



Dehorning is most painful part of branding routine. Horns are clipped because cattle hook each other, bruise the beef.



Cutoff ears, clipped to mark calf, are kept to tally the number branded. Matador hands brand two calves a minute.



A big grunt helps throw a big calf. "Flanking" (throwing) an unwilling 250-lb. calf like this one is a man-sized job.



The branding scene runs like clockwork, with each hand assigned to a specific operation—one man roping the calves

(upper left), others heating the irons, flanking calves, castrating them, dehorning them, vaccinating them, marking

their ears and painting their wounds. All the while the cows look anxiously on as their calves are led to the branding fire.

(continued)



**DAY'S WORK DONE, THE HORSES
CROWD AROUND THE WATER HOLES**

THIS IS THE COWBOY AT HOME ON THE RANGE



A cowboy washes his jacket in water which cattle drink and he drinks too. It is dirty but safe. Old hands brag that they used to drink water so muddy they had to chew it.



A cowhand's belongings are carried rolled up in his bedding. They include an extra pair of "Levis" (pants) and a copy of *Star Western Stories* for some exciting reading.



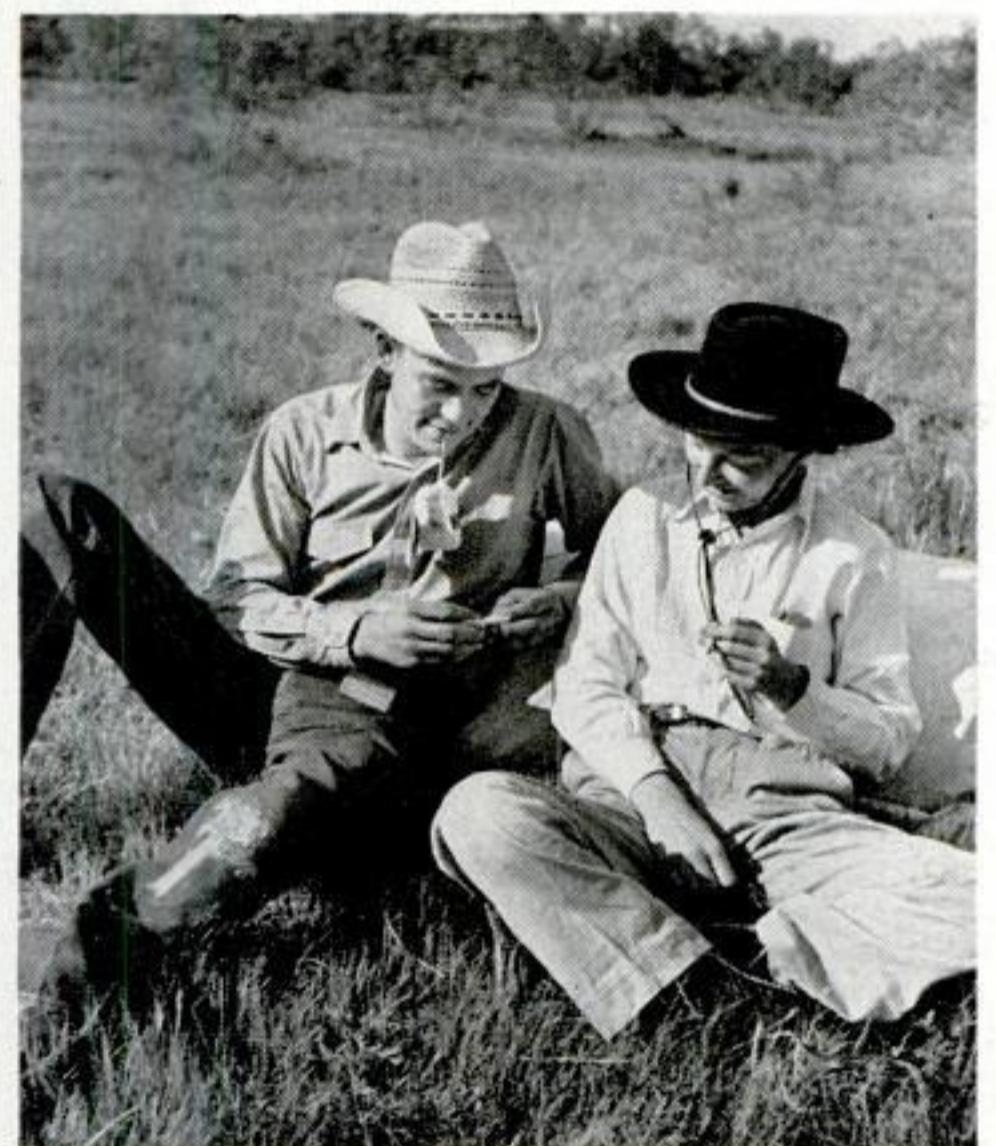
Milk comes from cans. Though cows are everywhere on the range, they are wild and have to be roped before they are milked. Wild-cow milking is a stunt reserved for rodeos.



Riding fences is one of the duties of a cowhand. The modern cowboy has to be able to repair a fence, grease a windmill, shoe a horse and doctor an ailing calf for screwworms.



A Saturday shave is managed at a mirror propped on the hoodlum wagon. The cowboys spend all night in town, get back at dawn, go out to ride the range without any sleep.



The girl friend visits the ranch at dinner time on Sunday, which is not a day off for cowboys. Cowboys practically never have days off and most of them never get married.



The rope is something a cowboy must know how to use. It is his most valuable implement. It picks calves out of herds, horses out of corrals and it makes a wild steer harmless.



Waiting for the cook to bawl out "come and get it," the cowhands relax. One of them proudly counts the hair on his chest, another grins at a wisecrack and a third snoozes.



All over the saddle is the way a cowboy relaxes. He lolls, throws weight first on one side, then the other, squirms like a schoolboy and shocks proper equestrians by his bad form.



The boot and saddle shop is the place where every \$30-a-month cowboy comes at least once a year to spend \$25 on a pair of boots and, more rarely, half a year's salary on a fancy saddle. This is Schweitzers in Matador, a town right in the middle of the ranch, where the cowhands gather on

Saturday to roister and jeer at movie "Westerns." Matador is on land given the town by the ranch. When it came to making the town a county seat, the ranch found that 20 business establishments were necessary for the proper patents. The resourceful ranch gave various cow-

boys a few cans of food, bolts of cloth, fence posts, shelled corn, etc., set them at intervals on the open street, called them a grocery store, a drygoods store, a lumber yard, feed store, etc. All the time the most substantial establishment in town was the saloon, which did a bona fide roaring business.

GET MORE OF THE VITAMIN B₁ YOU NEED... IN POST TOASTIES!

The Only Corn Flakes Enriched With
This Essential Energy Vitamin—Yet
It Is Yours At No Extra Cost!

Post Toasties now bring you the same crisp, delicious, golden-brown corn flakes you have always enjoyed—*PLUS* the vitally important benefits of Vitamin B₁!

Everyone needs adequate Vitamin B₁ daily, authorities say. For this important food factor is essential for daily energy and good appetite . . . promotes normal growth in children . . . makes for sound, steady nerves.

Today, a regular one-ounce serving of the new Post Toasties with milk provides up to one-third the amount of Vitamin B₁ required daily by young children—one-fifth the amount needed daily by older children and adults.

And Post Toasties are THE ONLY CORN FLAKES that give you this essential Vitamin B₁ value!

So, get a large-size package of the new Post Toasties today! Serve these tempting flakes of toasted corn at your breakfast table every morning! See that you and your family get more of the valuable Vitamin B₁ you need!

GEE, MOM...THESE
POST TOASTIES ARE SO
CRISP AND TASTY...
I HOPE WE HAVE 'EM
EVERY MORNING!

A SIMPLE QUIZ TO HELP YOU LEARN MORE ABOUT VITAMIN B₁:

Q: WHAT IS VITAMIN B₁?

A: Vitamin B₁ is a food substance that is vital to well-being. Lack of this precious element may cause poor appetite . . . nervousness . . . listlessness . . . subnormal growth in children.

Q: HOW DOES VITAMIN B₁ WORK?

A: Vitamin B₁ plays an important part in helping the body get energy from food. For example, carbohydrates are a rich source of food-energy, supplied abundantly by corn flakes. Vitamin B₁ is needed to completely transform them into useful physical energy.

Copyright, General Foods Corp., 1940

WE WILL, DEAR!
POST TOASTIES WITH
VITAMIN B₁ ARE
EXTRA GOOD FOR YOU
...YET THEY COST
AMAZINGLY LITTLE!

Q: HOW OFTEN IS VITAMIN B₁ NEEDED?

A: You can't be at your best unless you get enough Vitamin B₁ *every day*; for the body is constantly using Vitamin B₁ and cannot store up an adequate reserve.

Q: WHO NEEDS VITAMIN B₁?

A: Authorities say, 3 out of every 4 people do not get enough Vitamin B₁. And, although you eat substantial meals, you may not be getting your Vitamin B₁ requirement. So choose foods with a good supply of Vitamin B₁ daily.

Q: WHERE CAN I GET VITAMIN B₁?

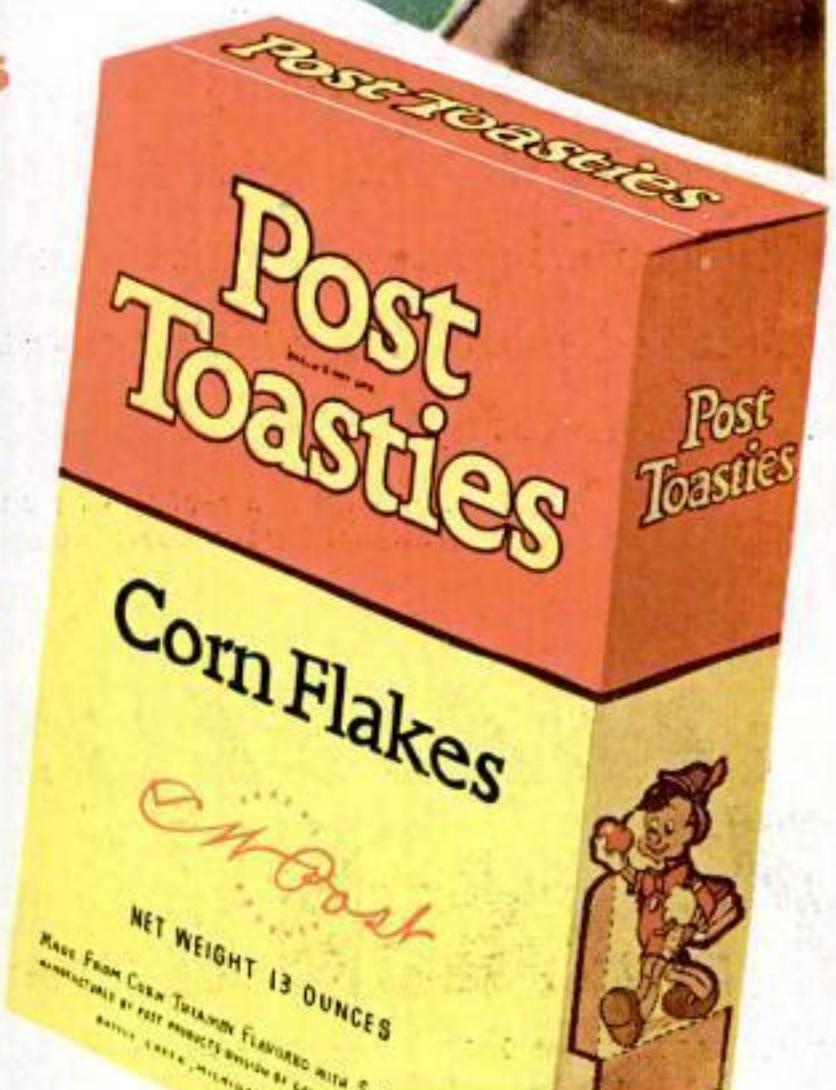
A: The natural, economical way to get Vitamin B₁ is in the food you eat. But, unfortunately, it is often lost in the *preparation* of foods. So in the interest of better nutrition, Post Toasties are now enriched with Vitamin B₁—to help you get your daily supply.

—and Post Toasties save you money!

When buying cereals, the cost per ounce is the cost that counts! And Post Toasties cost far less per ounce than most other leading brands of ready-to-eat cereals—only half as much as some. To prove this—compare the *net weight and price* of Post Toasties with other leading cold cereals. You'll find, on the average, that the price you pay for a big Post Toasties package buys you 4½ ounces more—4 big, extra servings at no extra cost!

And now, *adding value to value*, Post Toasties bring you what no other corn flakes offer—full Vitamin B₁ value of choice corn. And Post Toasties give you this extra benefit not only at *no extra cost*, but actually at a *saving* over many other cold cereals!

A Post Cereal made by General Foods



ENJOY POST TOASTIES DAILY—THE ONLY CORN FLAKES CONTAINING VITAMIN B₁

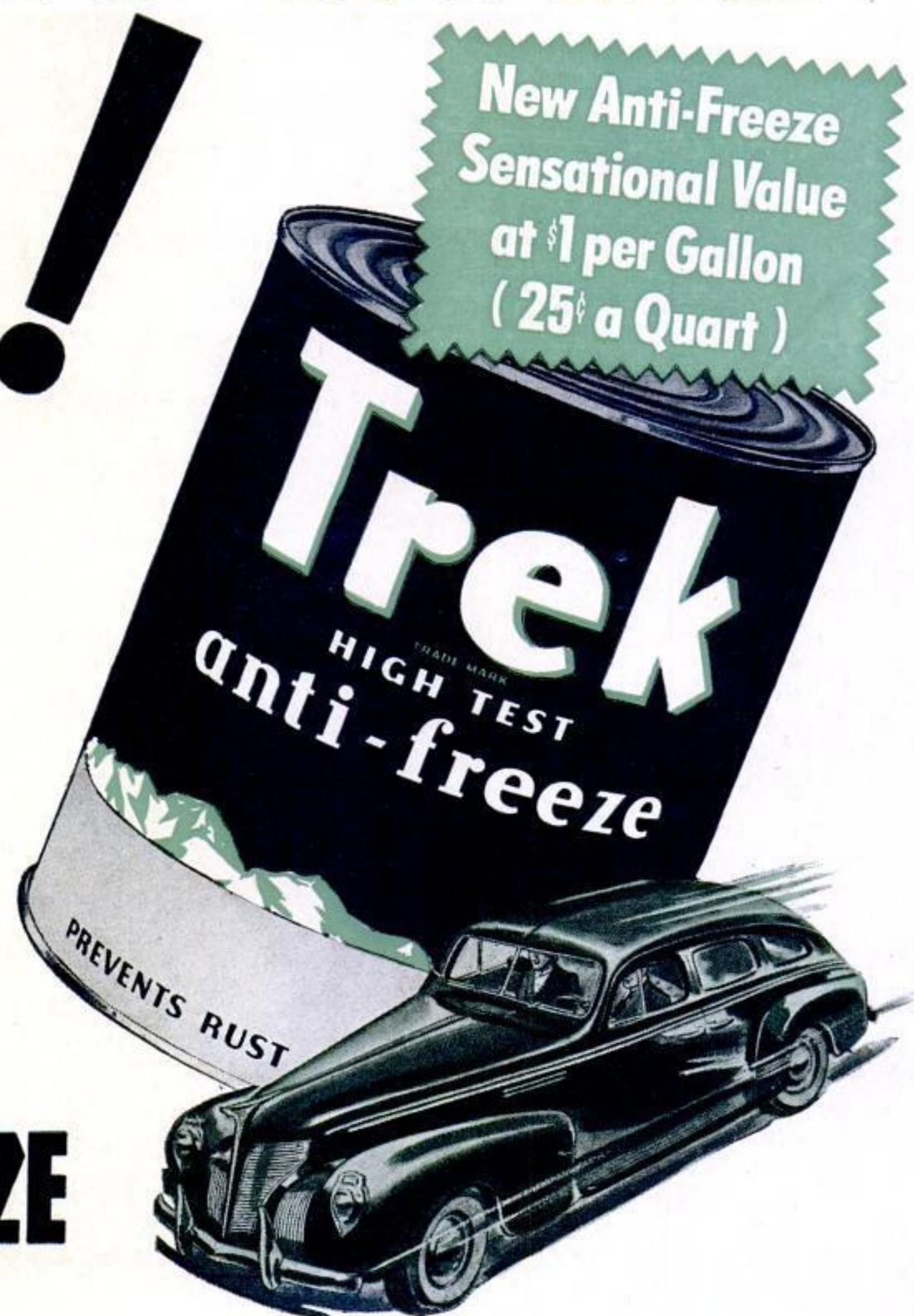


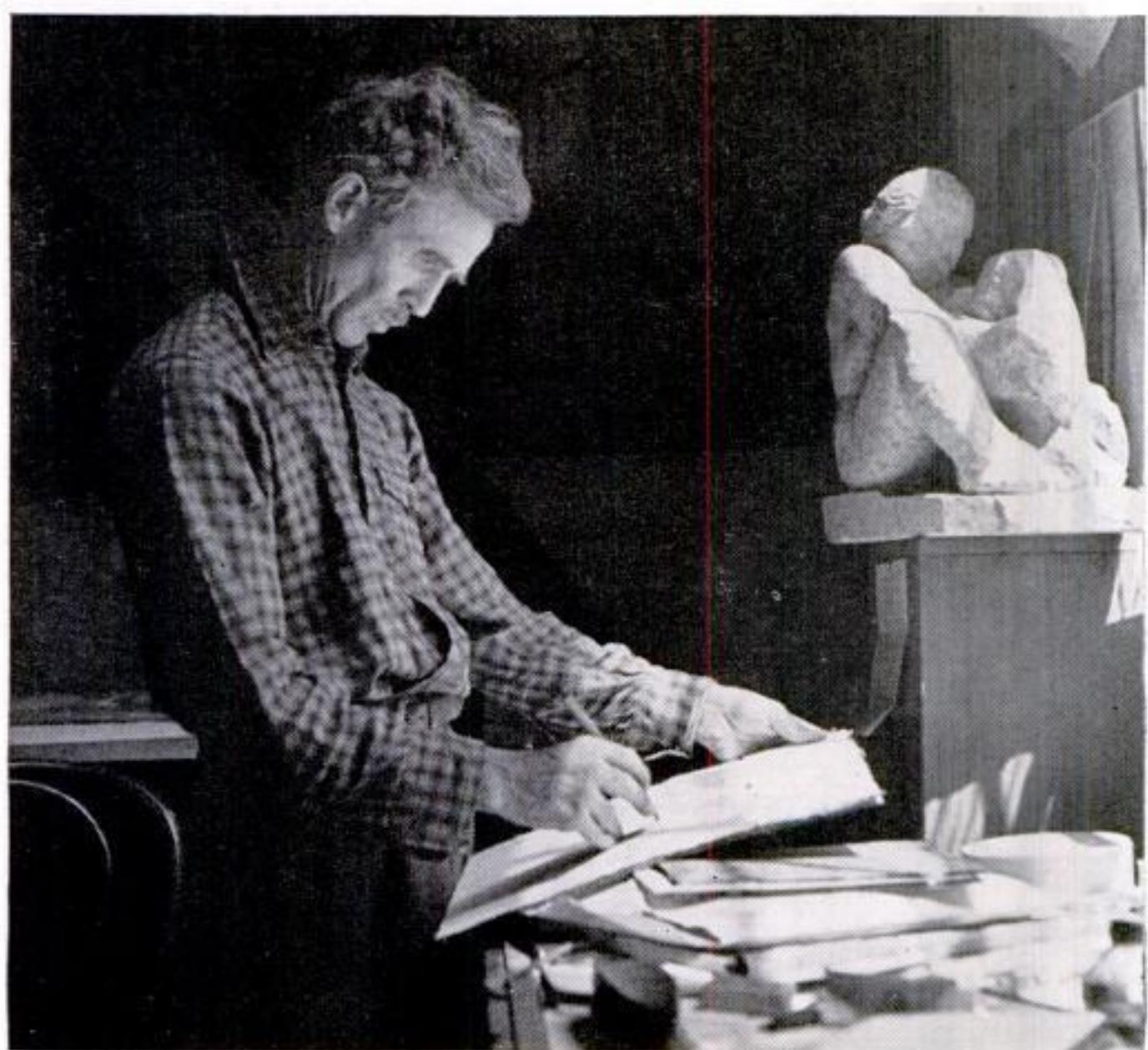
"Trek" ANTI-FREEZE scoops the dollar field!

SENSATIONAL NEW! "TREK" anti-freeze... made of concentrated methanol... made to a new formula... that offers far more protection than ordinary "dollar-a-gallon" anti-freeze. You need less "TREK" anti-freeze for safe winter driving. Every drop of this amazing, new product is anti-freeze—including the new, improved inhibitors which prevent rust and corrosion! See your dealer today!

The word "TREK" is a registered trade-mark of
National Carbon Company, Inc.

**TRAVEL WITH
"Trek" ANTI-FREEZE**
A PRODUCT OF NATIONAL CARBON COMPANY, INC.





Ralph Stackpole, often called "father of younger California sculptors," sketches in his outdoor studio. His statue *Pacifica* was the theme center of San Francisco Fair.

SCULPTORS THRIVE IN CALIFORNIA WITH ALL OUTDOORS FOR A STUDIO

Finding a good place to work is a problem for every sculptor. He needs plenty of room, long hours of daylight, a floor strong enough to support tons of stone, a ceiling high enough for big projects, and the kind of workshop he can mess up with plaster. He cannot be a Michelangelo in a parlor.

Today sculptors have found ideal conditions in California where they work outdoors nearly all year. Most sculpture looks better outdoors and most sculptors since the days of Greece say they work better in open air. As a result, California is logically becoming a sculpture center of America.

One of the most complete outdoor studios in San Francisco belongs to Ralph Stackpole, veteran artist, teacher, and father of LIFE's Hollywood Photographer Peter Stackpole. Son Stackpole took these pictures of his father and other California sculptors.



Stackpole straddles neck of his new *Kneeling Woman* whose head of travertine stone he hacks with a compressed-air hammer. Note chains and pulleys for hoisting stone.

CONTINUED ON NEXT PAGE

Like Beauty in a Fog...

Until IRIUM Chases Surface-Stains from Teeth!

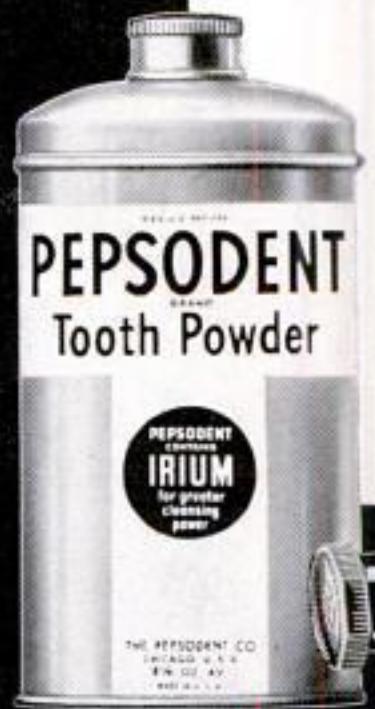


Of all Tooth Pastes and Tooth Powders
ONLY PEPSODENT HAS IRIUM—
to give teeth natural brilliance!

Want teeth to sparkle and gleam with all their full natural radiance... Insist on IRIUM! And that means Pepsodent, whether you prefer a tooth paste or a tooth powder! Because of all tooth pastes and tooth powders, only Pepsodent contains Irium... the patented, more effective cleansing agent. So take your choice... Pepsodent Tooth Paste or Pepsodent Tooth Powder. You get the wonderful results of Irium with either.

What form you choose doesn't matter. What brand you choose makes the big difference! It's what's in a dentifrice that makes it work! Doesn't that make sense?

That's why Pepsodent should be your choice. That's why thousands upon thousands are using Pepsodent every day. Pepsodent gives you the Plus Value of Irium. That's why, too, Pepsodent with Irium has been pronounced Safe, Effective, Truthfully Advertised by the Council on Dental Therapeutics of the American Dental Association... further assurance that you get the effectiveness, the cleansing power, to safely remove Surface-Stains that hide the true brilliance of your teeth. Get Pepsodent today. Your reward will be the brighter, cheerier smile you've always wanted.



PEPSODENT
Tooth Powder

PEPSODENT
IRIUM
for greater cleaning power

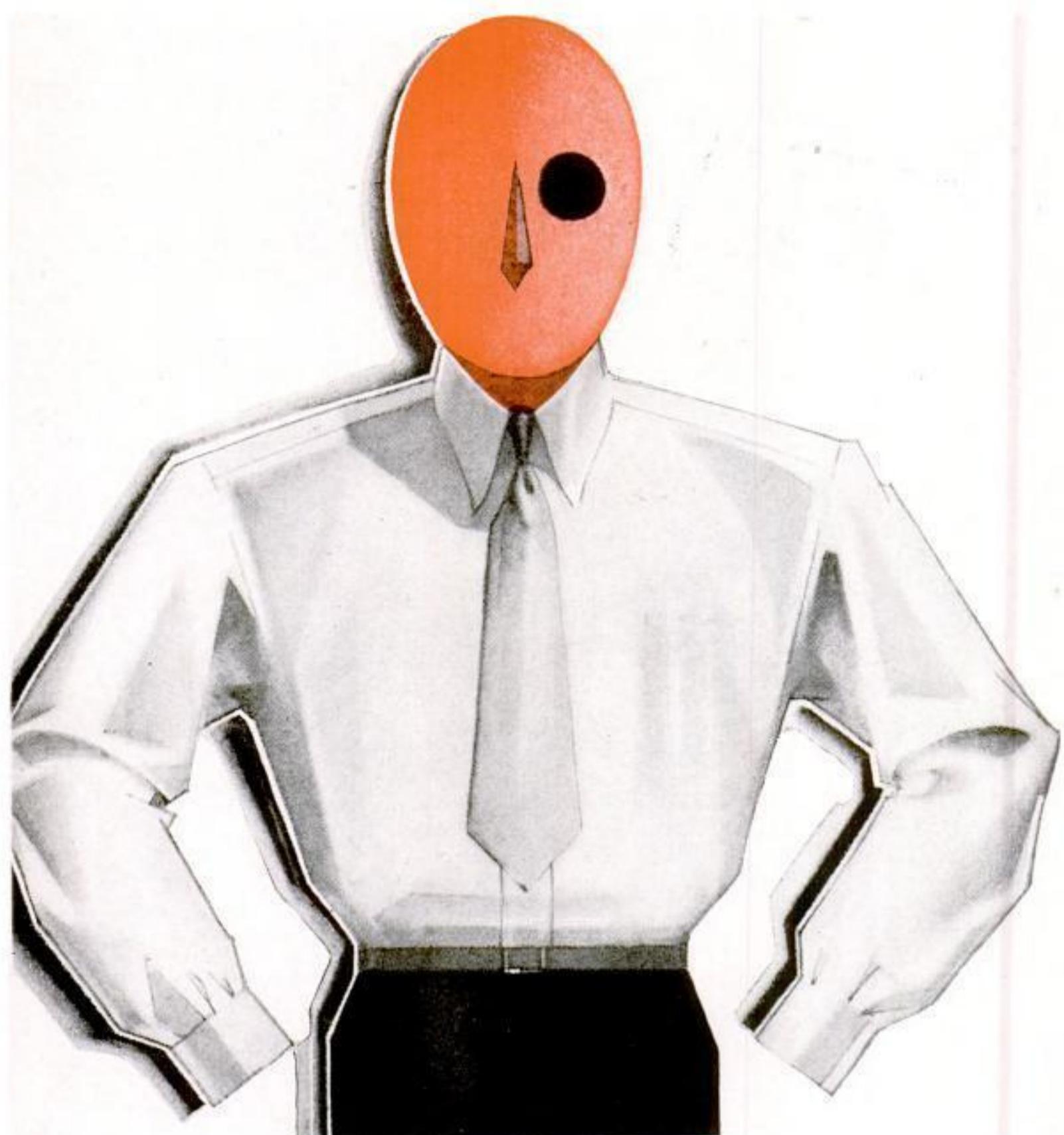


Pepsodent
TOOTH PASTE

PEPSODENT
IRIUM
for greater cleaning power

BOTH CONTAIN IRIUM...

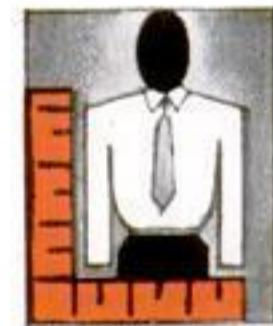
Known to Dentists as Purified Alkyl Sulfate



THE SHIRT THAT'S YEARS AHEAD...

We've got something, gentlemen... A shirt so far ahead in fit, fabric and finish... that ordinary shirts seem far behind! • These shirts DO something for you... They smarten your lines at neck and shoulder, midriff and back, sleeve and cuff • They fit and stay fit, like the best suit in your wardrobe • They're what you've been looking for in shirts... and they're here! \$2 to \$5... at the finest stores in town... •

MANHATTAN Shirts • Sports-wear • Pajamas • Handkerchiefs and MANSCO Underwear.



SIZE-FIXT

[Average fabric shrinkage 1% or less] • We will replace any Manhattan Shirt that shrinks below its indicated size.



MAN-FORMED

Designed on living models for utmost fit, fitness and comfort. Fifty individual operations go into the making.



MAN-STYLED

by the industry's acknowledged leaders in fabric origination, design creation and shirt styling.



COLLAR- PERFECT

Over twenty styles of collar; MELLOWED-IN-MOISTURE to harmonize thread and fabric for permanent fit.

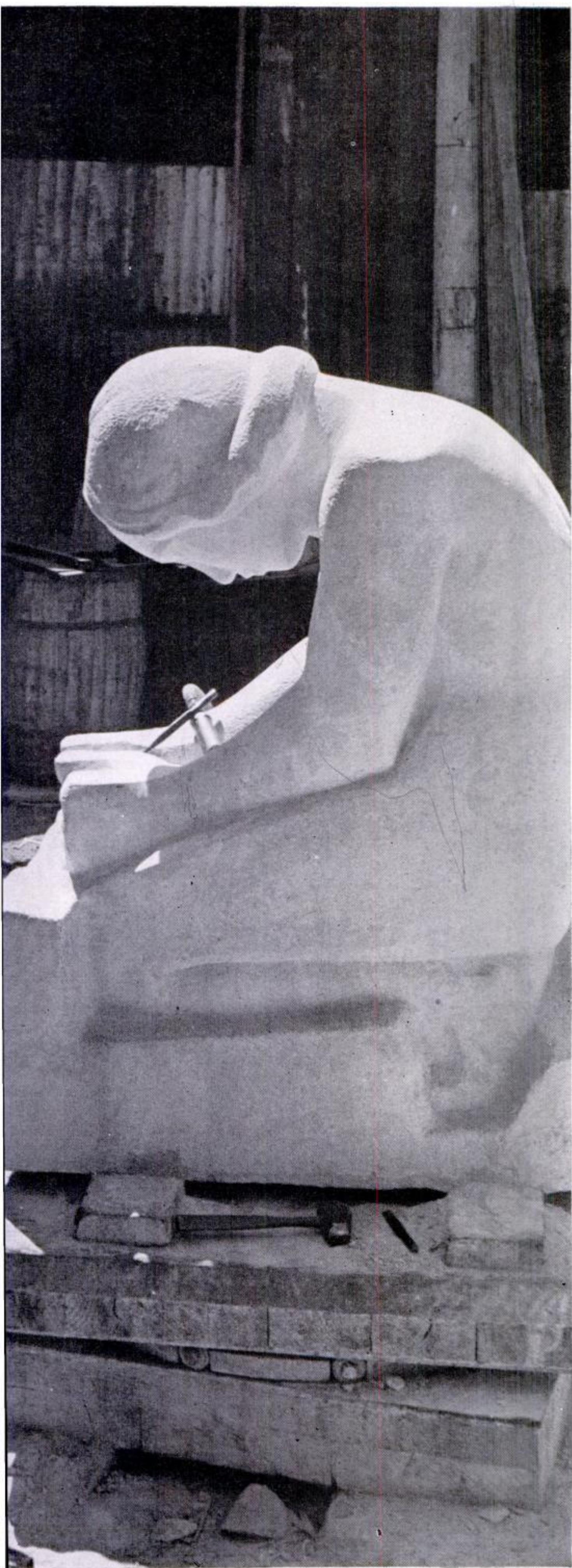
Manhattan
THE MANHATTAN SHIRT COMPANY • NEW YORK CITY

Copr. 1940, T. M. S. Co., N. Y.

California sculptors (continued)



Nude in stoneyard is sketched by Ralph Stackpole as he takes a rest from working on his *Kneeling Woman*. Most sculptors, like Stackpole, sketch constantly from the



nude to train their eye for the harder job of creating solid forms. Stackpole's stone-yard is a rendezvous for San Francisco sculptors who flock to use his equipment.

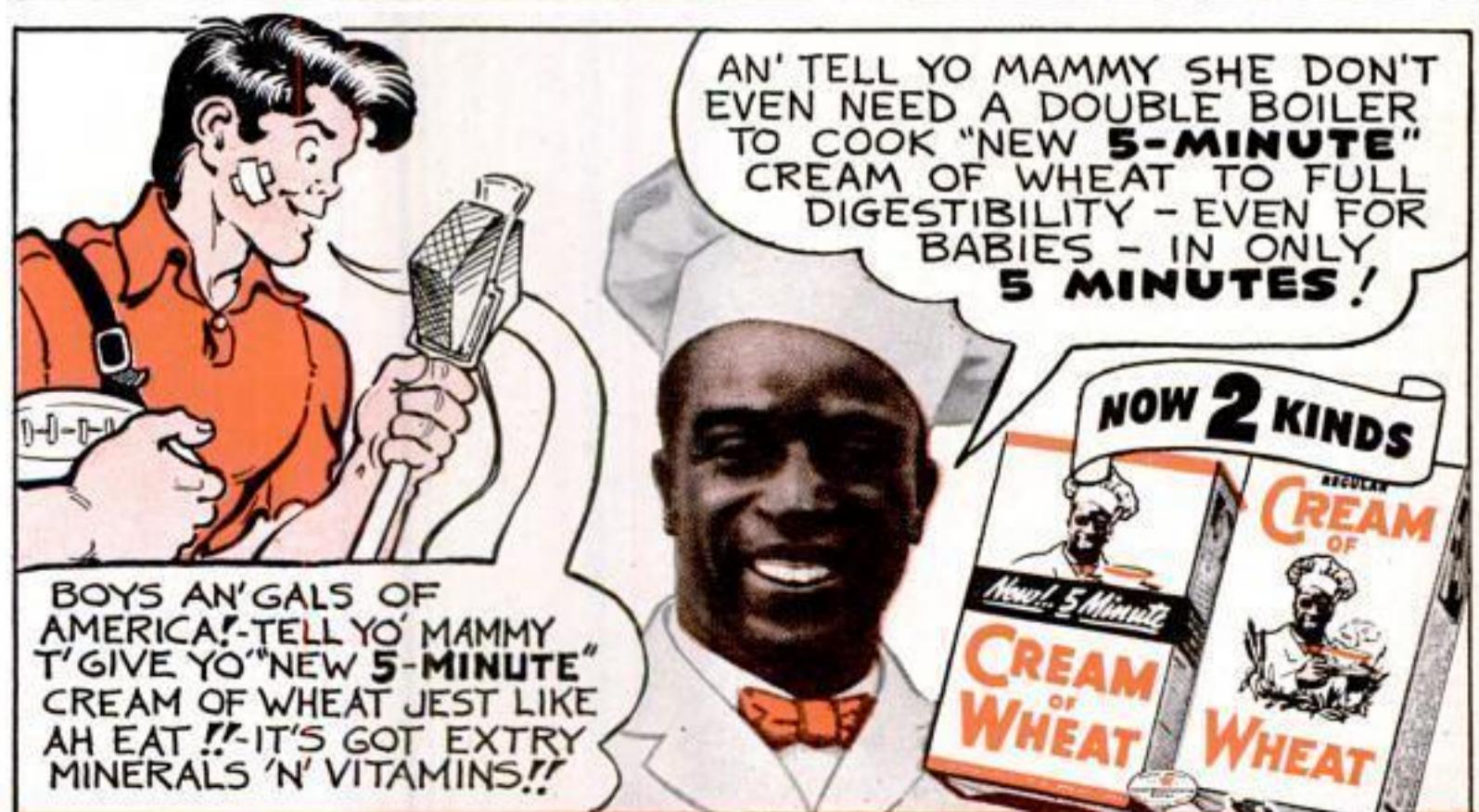
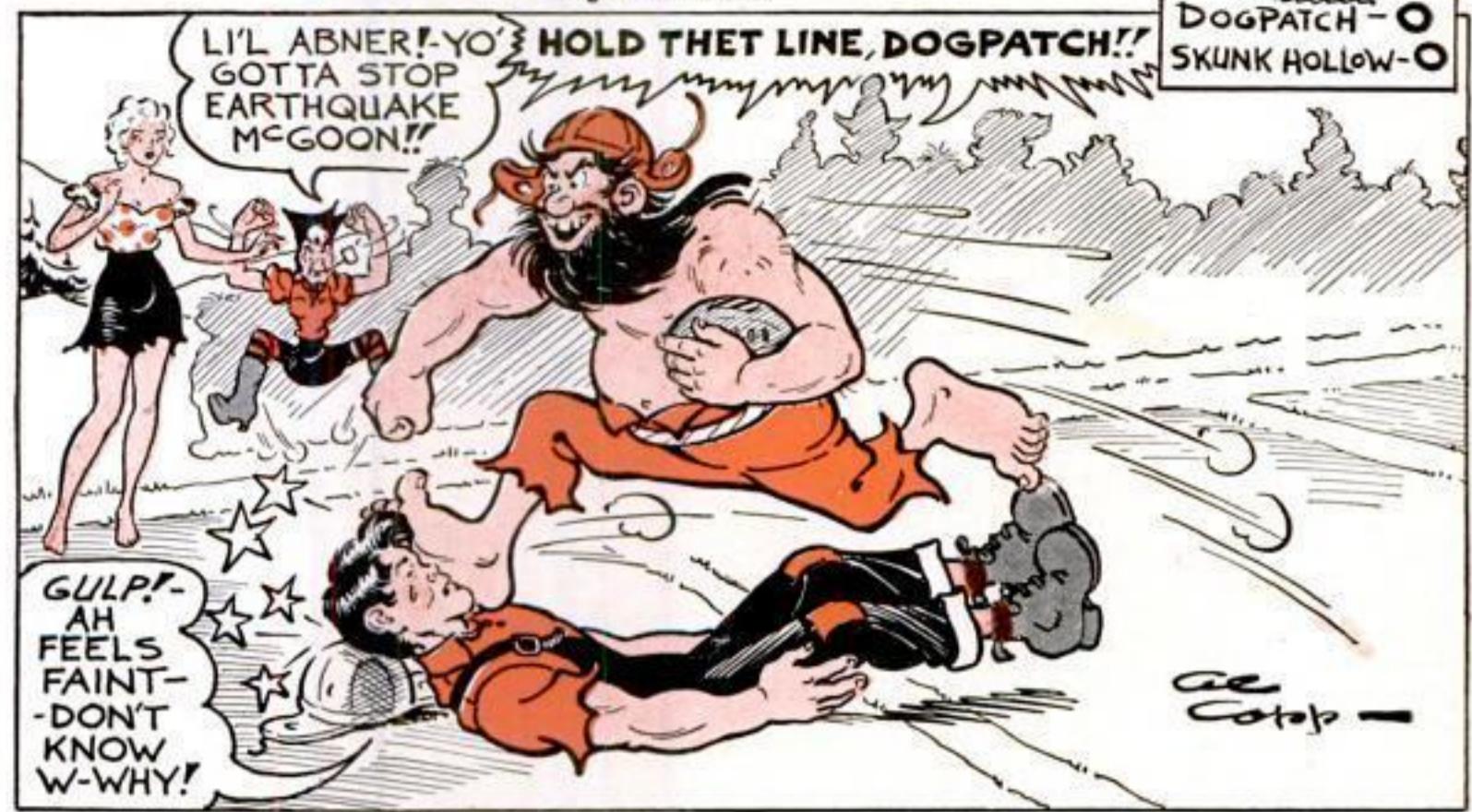
CONTINUED ON NEXT PAGE

LI'L ABNER

by
AL CAPP

Reg. U. S. Pat. Off.

SCORE
DOGPATCH - O
SKUNK HOLLOW - O



CREAM OF WHEAT "NEW 5-MINUTE" AND "REGULAR"

Cream of Wheat. Reg. U. S. Pat. Off.

California sculptors (continued)



Delicious Van Camp's PORK and BEANS
The "Anytime—Anywhere" Feast-for-the-Least

Makes a game of cooking chores



Just heat and eat—

Or delicious right from the can

Nourishing . . . healthful . . . Savory Secret Sauce

Flavor Penetration Cooking Method

The meal-in-a-minute millions love

Brings organized cheering from family and friends



Van Camp's PORK and BEANS



Order Van Camp's from your grocer, today



George Stanley of Los Angeles works among apricot trees at the Otis Art Institute where he teaches. Figure is model of his lady with lyre standing near Hollywood Bowl.



Donal Hord of San Diego in his backyard carves a fountain figure out of white Mexican onyx. Airplanes constantly drone overhead from the Naval airfield 5 mi. away.



Beniamino Bufano of San Francisco works on a bear atop his studio converted from a garage. He now is selling newspapers as protest to WPA which put him off payroll.

DANGER
COLD WEATHER AHEAD
PROCEED AT YOUR OWN RISK!

CHANGE
TO WINTER LUBRICANTS
-NOW

DON'T wait. Give your car Texaco's Five-Way Protection *now* and avoid trouble and expense when cold weather comes.

- 1 Change to *Winter-Grade* Insulated Havoline or Texaco Motor Oil and get quick starting and the instantaneous lubrication that insulated oil gives in cold weather.
- 2 Change to *Winter-Grade* Texaco Transmission Lubricant and get easier shifting.
- 3 Change to *Winter-Grade* Texaco Differential Lubricant and get smoother, easier running.
- 4 Change to *Winter-Grade* Marfak Chassis Lubricants for easier riding, softer springing.
- 5 Put in an anti-freeze and avoid freeze-up troubles.

Only *all five* services can give you complete protection. Get them today.



TUNE IN FRED ALLEN—Texaco Dealers invite you to enjoy Fred Allen in the new full-hour program of the **TEXACO STAR THEATRE** ...with Kenny Baker, Al Goodman's Orchestra and a great cast. Every Wednesday Night, Columbia Network. 9:00 E.S.T., 8:00 C.S.T., 10:00 M.S.T., 9:00 P.S.T.

**TEXACO
DEALERS**



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I know good whiskey—and **TEN HIGH** has been my choice for 5 years

← William Kent,
salesman, of 3057 Bracken
Road, Cincinnati, Ohio

→ Roy L. Franklin,
oil driller, of 7109 Ave. I,
Houston, Texas, gives a
mighty good reason:

"If you like your bourbon smooth—you'll find **TEN HIGH** is the whiskey with *no rough edges*—It's always the same—in every bottle—every time!"



→ Vernon Banks,
promotion manager,
422 W. 47 St., Kansas City,
Mo., member of the
TEN HIGH 5-Year Club says:

"For 5 years I've been get-
ting the same top quality
in every bottle of **TEN**
HIGH—so it's the rich,
straight bourbon
I'm sticking to!"



An Invitation from 5-year users of this Fine Whiskey

→ Fred L. Wehr,
die maker, of 813 West
First Street, Royal Oak,
Michigan, says:

TEN HIGH is a
deliciously sat-
isfying whiskey
at a very
thrifty price



Double your
enjoyment
with—

90 PROOF
HIRAM WALKER & SONS, INC.
PEORIA, ILL.



The whiskey with "no rough edges"

All over America, men just like these you meet here, discovered the deliciousness of **TEN HIGH** 5 years ago. This rich whiskey satisfies the old taste-spot all ways—in highball, cocktail, or "neat"!

It's so smooth there's not a "rough edge" in a barrelful. Its price is "easy-to-take," so Double Your Enjoyment by asking for **TEN HIGH** at your liquor store or bar!

TEN HIGH

STRAIGHT BOURBON WHISKEY
STRAIGHT RYE WHISKEY



EIGHT TIMES IN A ROW, AS CHILD, ADOLESCENT AND MATURE YOUNG WOMAN, DEANNA HAS CLICKED IN PICTURES. NOW, NEAR 19, SHE IS THINKING OF MARRIAGE

DEANNA DURBIN, GROWN TO YOUNG WOMANHOOD, MAKES HER EIGHTH STRAIGHT HIT

The news about Deanna Durbin, as this portrait by Peter Stackpole reveals, is that she is now a mature and exceedingly lovely young woman. She will be 19 on Dec. 14. This is a year older than Universal Pictures will publicly admit. What they are also reluctant to admit is that Deanna is in love with Vaughn Paul, a Universal producer, whom she will probably marry next year.

For the rest, Universal publicity and Durbin fact co-

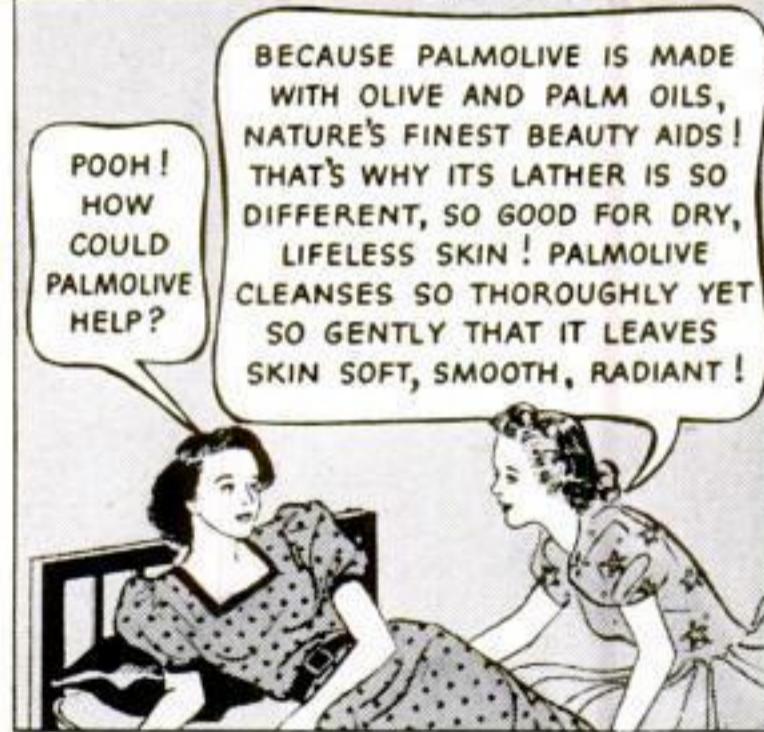
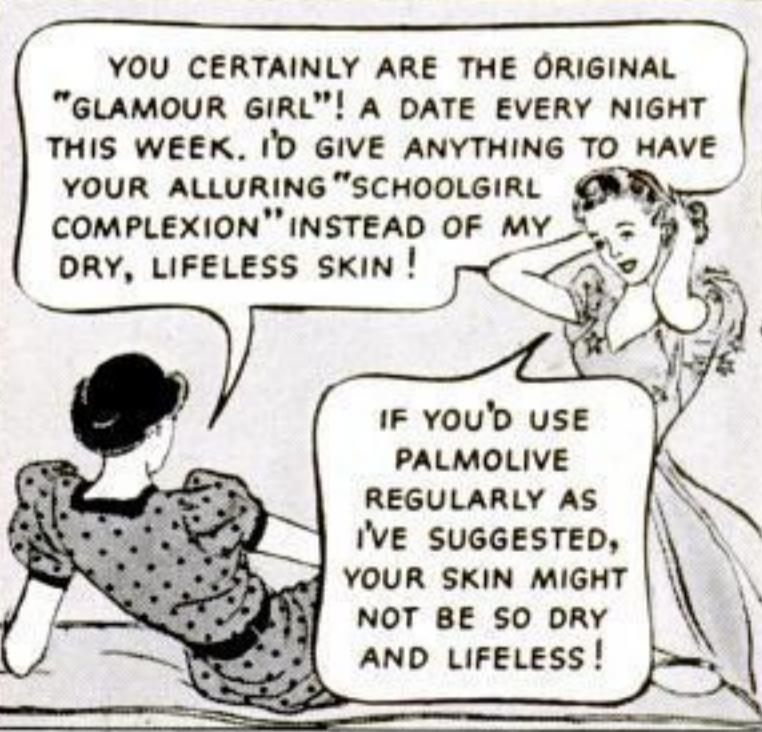
incide. *Spring Parade* is her eighth successive movie hit, each of which has earned more than double its cost. Singlehanded she has lifted Universal out of the red. Deanna alone among child stars has triumphantly weathered the awkward age of adolescence into full-grown romantic roles. For her charm, talent and "perfect blue-white diamond" of a voice she has a contract that calls for \$1,750 a week, \$50,000 bonus per movie and an annual raise of \$250 weekly until 1943.

YOU CAN'T COMPETE WITH GLAMOUR GIRLS

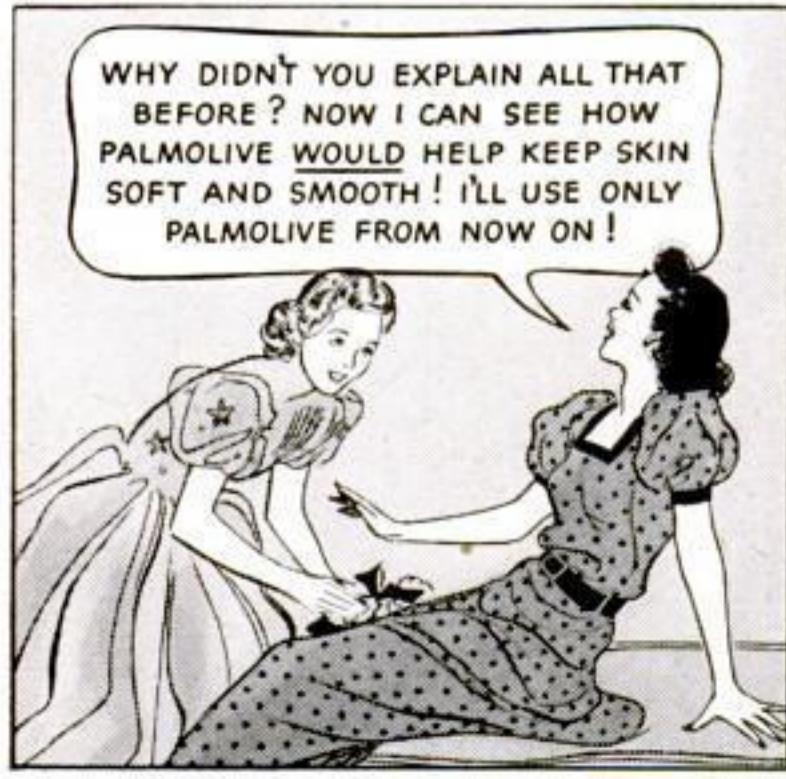
IF YOU LET YOUR SKIN GET
DRY, LIFELESS, OLD-LOOKING !



TO HELP KEEP YOUR COMPLEXION LOVELY, USE
THIS SOAP MADE WITH OLIVE AND PALM OILS !



BECAUSE PALMOLIVE IS MADE
WITH OLIVE AND PALM OILS,
NATURE'S FINEST BEAUTY AIDS!
THAT'S WHY ITS LATHER IS SO
DIFFERENT, SO GOOD FOR DRY,
LIFELESS SKIN ! PALMOLIVE
CLEANSES SO THOROUGHLY YET
SO GENTLY THAT IT LEAVES
SKIN SOFT, SMOOTH, RADIANT !



MADE WITH
Olive and Palm Oils
TO KEEP SKIN SOFT, SMOOTH

Deanna Durbin (continued)



Deanna dances a Hungarian *czardas* with Mischa Auer in *Spring Parade*. The picture, laid in old Austria-Hungary, gives her as a peasant girl her first foreign role.



Deanna's petticoats number twelve in this story of a comely little goatherd who goes to Vienna on a hay wagon and there inspires an army corporal to compose waltzes.

AMERICA'S CHOICE for an Efficient Administration in the Kitchen

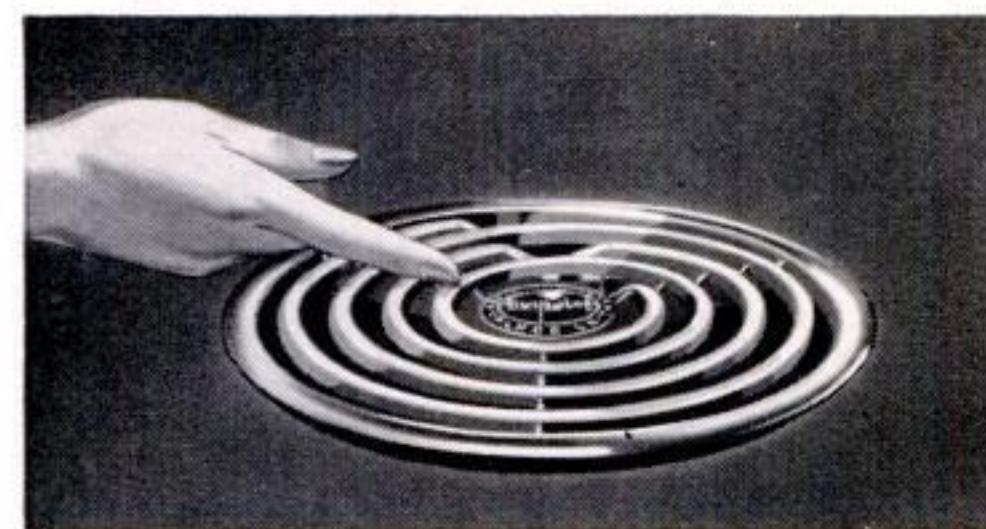
PRESENTING THE
President
BY
Hotpoint
A NEW VALUE LEADER
AMONG ELECTRIC RANGES



WOMEN throughout the country are casting their votes for Hotpoint's President—the new, high-quality, low-cost electric range that keeps its promise of tastier meals, cooler, cleaner kitchens and added hours of leisure!

This amazing model—climaxing thirty years of leadership in the field of electric ranges—is offered at the most reasonable price in Hotpoint history!

See the Hotpoint President at your dealer's. Find out how *easy* it is to own this new range that makes electric cooking more *efficient*, more *convenient* and more *economical* than ever before!



SELF-CLEANING CALROD COOKING UNITS—Five accurate Measured Heats enable you to cook faster or slower, as needed, yet consume less current. They insure best results with greatest economy.



Oversize All-Purpose Oven with Measured Heat—Spacious, family-size oven bakes, broils, roasts or cooks complete meals at the exact temperature desired. There's no watching and no waiting. Simply set the controls and forget cooking cares!

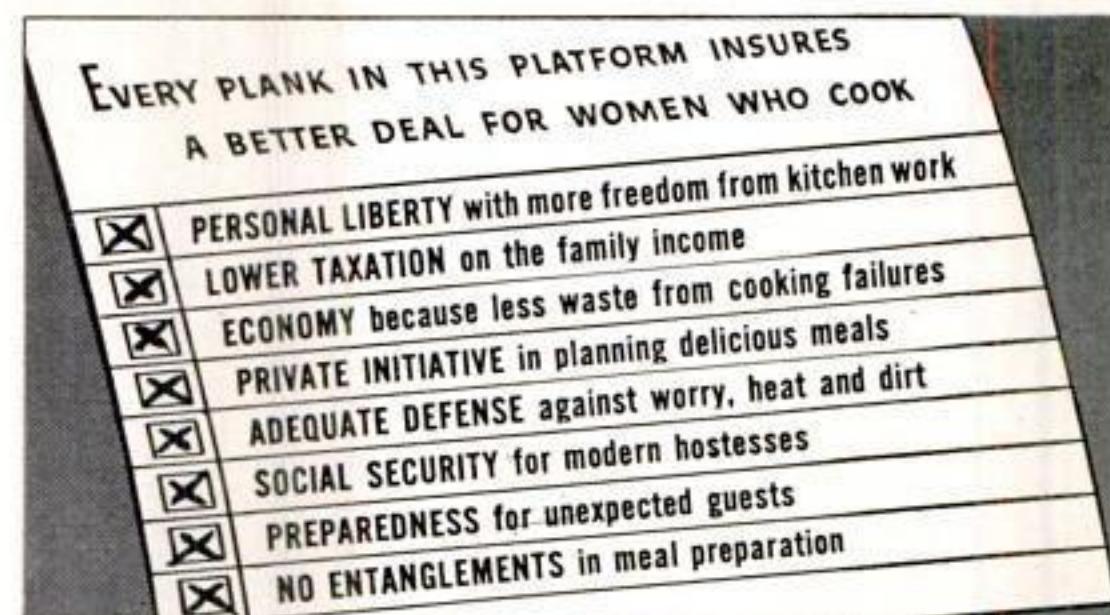


Whole-Meal Thrift Cooker with Flavor-Seal Lid—You can cook an entire meal for a few pennies! Three Measured Heats to choose from. Newly designed lid provides moisture seal to preserve full flavor of food. There can be no cooking failures.

Edison General Electric Appliance Co., Inc., 5697 W. Taylor St., Chicago

COOKS FROM COAST TO COAST are enthusiastic about the President—Hotpoint's latest and greatest contribution to electric cooking. Say they never knew cooking with electricity could be so amazingly *clean*—*fast*—*safe*—

and *easy*. Kitchens stay immaculate longer! For the air is free from fumes. There's no soot because there is no flame. Pots and pans stay bright. And once over with a damp cloth cleans the whole range like new!



GEORGE A. HUGHES—Hotpoint's Chief Executive and known as "Father Of The Electric Range" Says: "For thirty years it has been my ambition to bring modern electric cooking within the reach of every homemaker. I consider the Hotpoint President our greatest achievement and a happy fulfillment of my desire to give the American family the finest in electric cooking—at a cost within its means."

LOWEST PRICE EVER FOR A HOTPOINT RANGE WITH THESE HIGH-PRICED FEATURES:

- All-Porcelain finish, inside and out. Easy to clean.
- 3 Large Utility Drawers for pots, pans and dishes.
- Oversize All-Purpose Oven with 5 Measured Heats.
- 3 Calrod Surface Cooking Units (each with 5 Measured Heats).
- New Indicating Switch Buttons.
- New 6-Quart Thrift Cooker with Flavor-Seal Lid.



\$129⁹⁵

AT THE FACTORY

*Freight and Installation Extra.
Other models as low as \$89.50 at the factory.*



JOAN MARSH

ATTENTION CLUBS! SEE ME IN HOTPOINT'S ENTERTAINING SOUND MOVIE "BLAME IT ON LOVE" NOW READY FOR FREE CLUB BOOKINGS. ASK YOUR HOTPOINT RETAILER.

Hotpoint
ELECTRIC RANGES

In every Whisky Drink your
own taste will confirm this
Judgment of Generations



Famous
OLD FORESTER
America's Guest Whisky

BROWN-FORMAN DISTILLERY CO., INCORPORATED, At Louisville, In Kentucky, Since 1870

Deanna Durbin (continued)



Deanna's hoopskirt flops up every time she sits down in *Spring Parade*. By 1943 when her contract expires she will have earned \$1,650,000 from Universal movies.



Deanna sings for Emperor Franz Josef, who smooths over a quarrel between her and her soldier-composer. To this Cinderella tale Deanna brings unusual freshness.



Compare Pall Mall with your old cigarette

...FOR GENEROSITY

Place a Pall Mall beside your old cigarette. The difference in value is startling. Pall Mall is over 20 per cent longer.

And this longer cigarette brings you not only more tobacco, but the finest tobacco money can buy.

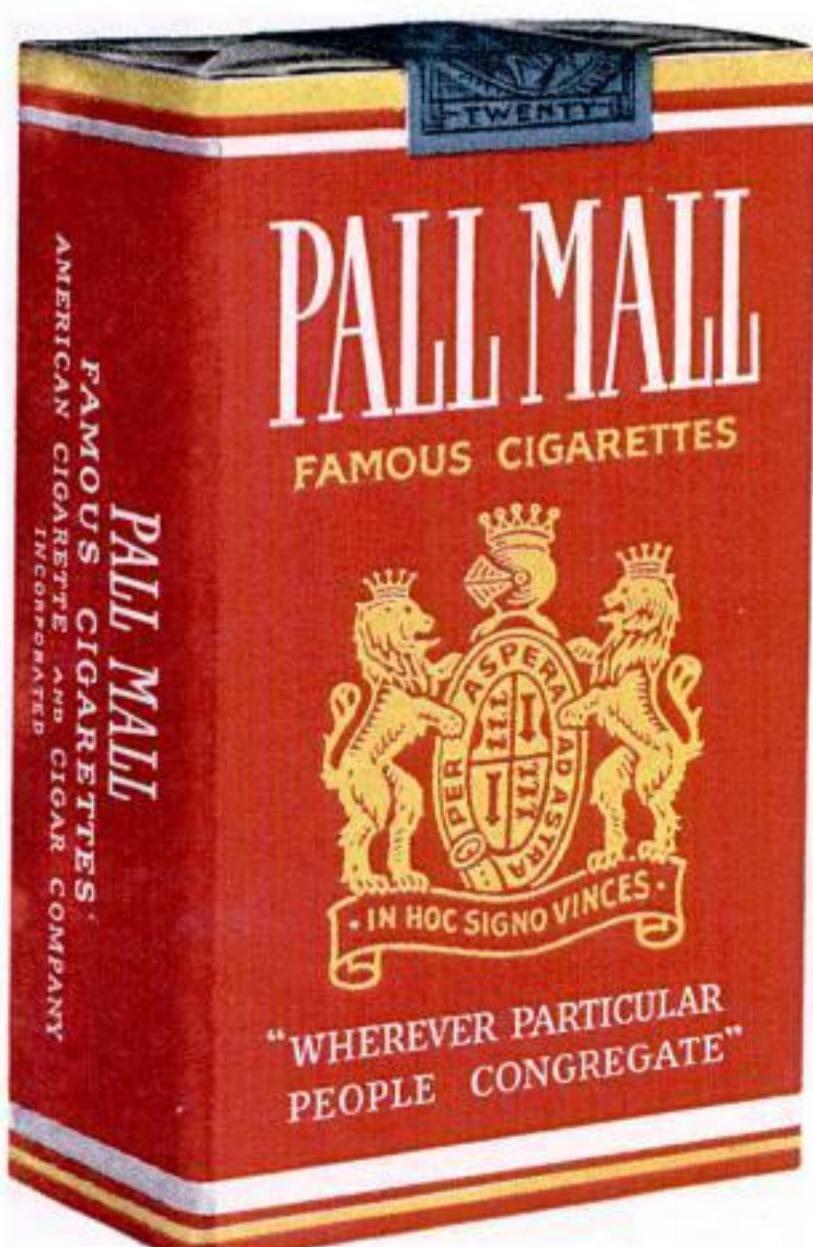
Moreover, you receive a definite service, too, for the additional length travels the smoke further, giving you a noticeably cooler cigarette.

...FOR SMOOTHNESS

The rich smoothness of Pall Mall is the result of re-discovering the almost lost art of **BULKING** — an old-fashioned, slow, deliberate method for mellowing fine tobaccos.

In **BULKING**, an unhurried miracle of nature transpires; harsh qualities grow mild, delicate aromas merge, permeating every shred of the superb Pall Mall tobaccos. The result is a mellow, really smoother smoke.

Yourself, try Pall Mall critically!



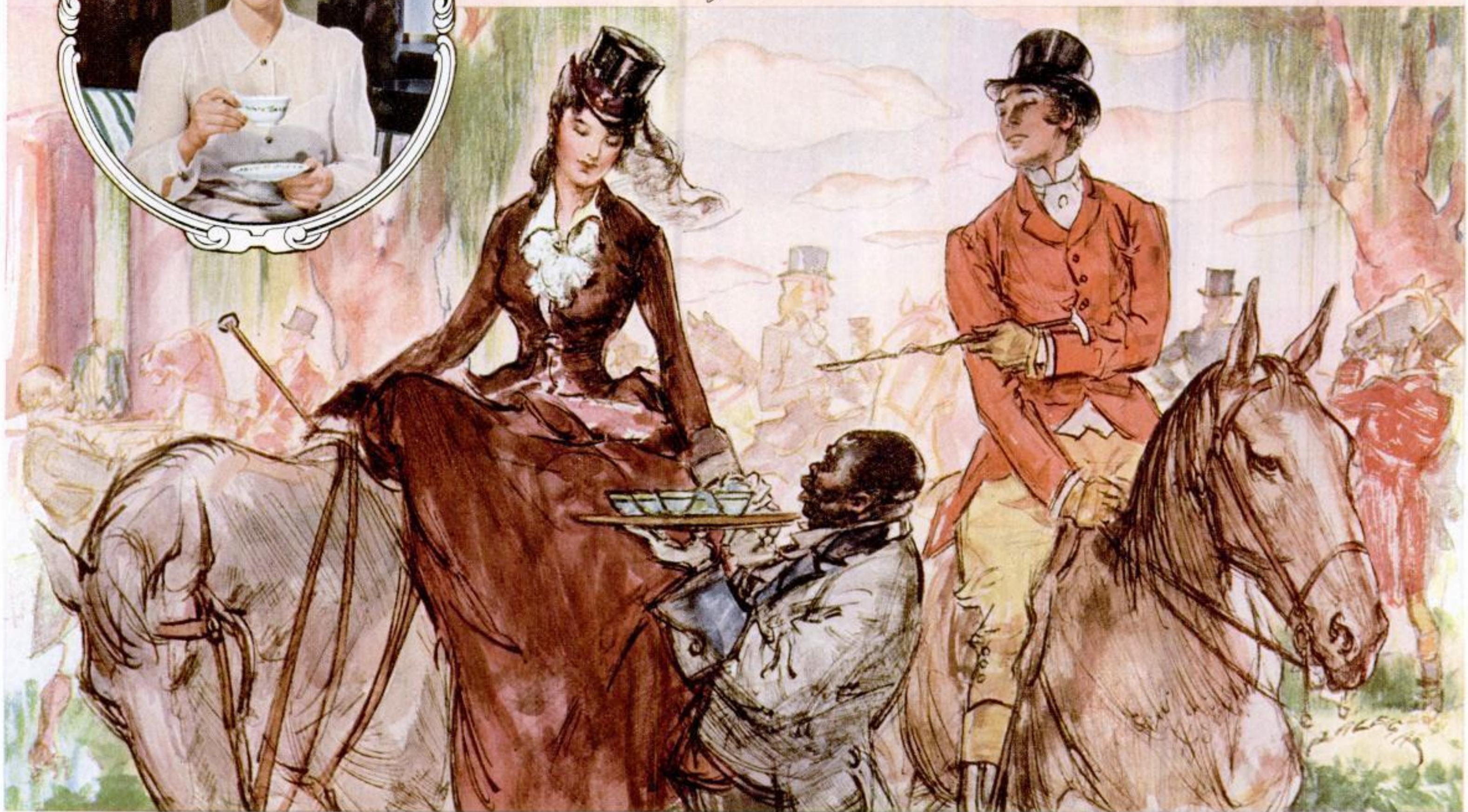
You'll see this better cigarette

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

"What gay times there were at the Old Maxwell House..."

...and how my grandparents loved to tell about visiting there—especially about the wonderful coffee that was always served. Today, Maxwell House is part of our tradition of hospitality—the coffee I always serve my guests."

says Miss Alice Alexander charming member of the younger set of Charlotte, N. C.



Copyright, General Foods Corp., 1940

*And today—THE EXCLUSIVE
MAXWELL HOUSE BLEND IS EVEN*

RICHER, BETTER THAN EVER!



Bob: "Well, well—you folks have just the thing for a brisk, fall day—a cup of that grand coffee you always serve, Clara!"
Clara: "I'll pour you both a cup right away! And thanks for the compliment—even though the credit should go to Maxwell House. It's always been a marvelous coffee, but today . . .



Clara: "The new Maxwell House is even richer—better than ever before!"

And there are two reasons why: *First*, the famous Maxwell House blend has been enriched with premium, extra-flavor coffees from the high plateaus of Central and South America . . .



And second, these choice coffees are roasted by the special Radiant Roast method, which brings out *all* the flavor. This wonderful coffee comes to you *roaster-fresh*, all its goodness sealed in the super-vacuum, Vita-Fresh can. Get the new Maxwell House today! A product of General Foods.

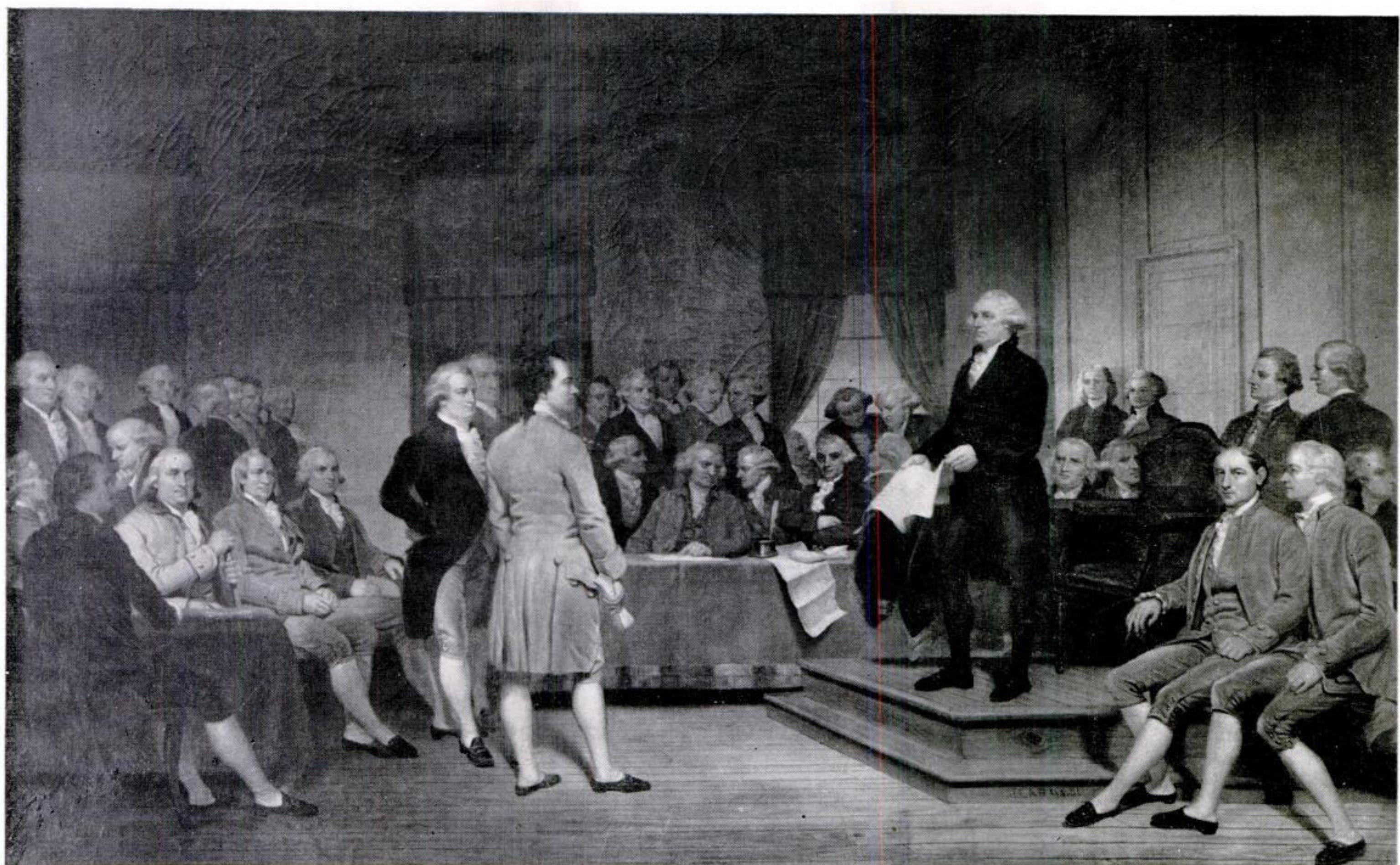


DRIP AND REGULAR GRIND

GOOD TO THE LAST DROP

Tune in Thursday Evening! NBC Red Network. The Maxwell House Show with Fanny Brice as "Baby Snooks," Dick Powell, Mary Martin, Meredith Willson's Orchestra.

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THIS 1856 PAINTING BY J. B. STEARNS DEPICTS SIGNING OF U. S. CONSTITUTION BY ITS AUTHORS ON SEPT. 17, 1787. IT WAS REPRODUCED IN 1937 ON 3¢ STAMP

THE ELECTIONS OF 1940

U. S. VOTERS FACE CHALLENGE TO DEMOCRACY

To many an American in fateful 1940 the voice of a man at Gettysburg seems to be speaking today. "Eight score and four years ago," he might say now, "our fathers brought forth on this continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal. Now we are engaged in a great world revolution, testing whether that nation or any nation so conceived and so dedicated can long endure."

The spirit of 1776 to which the authors of the U. S. Constitution gave form and method was a great experiment in government, a new thing in the world, a challenge to all old orders. It remained so through the years while the young nation grew great. Now, for the first time, democracy is on the defensive. Men who hate and fear and despise it as much as democrats abhor their Fascist creed are attacking with arms and ideas, calling it fumbling and corrupt, productive only of rule by the greedy mob or by a greedy plutocracy.

Who is being challenged? Who's going to prove they are wrong?

Not Franklin Roosevelt alone, though he says in effect, "Look what I've done for you." Not Wendell Willkie alone, though he says, "Now what I want to do for you is. . ." Not they but the whole American electorate—which means every citizen who is not illiterate, a convict or, in some States, a pauper—must answer.

Nobody can dodge the responsibility because the whole people have

won it by their own demand. The authors of the Constitution set up a framework of republican national government, further provided that "the United States shall guarantee to every State in this Union a republican form of government." But they left the States with their property qualifications for voting intact. The President, in their plan, was to be hand-picked by a small group of superior citizens. To check the people's House of Representatives they created a Senate to be chosen by State legislatures. One by one over the years the people have torn down all these cautious barriers.

The faults of democracy have nearly all grown from the people's indifference to their power, their careless tolerance of corruption, stupidity, incompetence in office as long as the results were reasonably satisfactory. Against the present challenge of arms and ideas, a passable democracy is not good enough.

Voters who take up the challenge on Nov. 5 will not decide the issue simply by a thoughtful choice for President. Tens of thousands of other national, State and local officials are to be elected, too. Each of them will, by his net contribution to public happiness and efficiency, help determine how well democracy works in the days ahead.

On the following pages LIFE examines a few of the voters, the candidates and the issues which are involved in the 1940 elections.





Missouri Pacific shops are town's chief industry. Sedalians call their surrounding prairie "The Heart of America."



Talk is Sedalia's favorite avocation. In sidewalk groups like this Sedalians ponder problems, form public opinion.



Workers in the Missouri Pacific shops have changed from company union to A. F. of L. since 1933, are strongly pro-Roosevelt.



EVERY MORNING AT 10 GROUP OF YOUNG BUSINESSMEN

Banker John McGrath (seated) is old-line Democrat, for Roosevelt. Easy-going Sedalians get to the country club by 4 p. m.



The Willkie Club, mostly amateurs, holds nightly rallies in schools controlled by the town Democratic administration.



The Negro Democratic club shares quarters with Blue Goose night club. Carl Abbott, Negro Democratic boss, runs both.



Guns are owned by nearly every Sedalia male, many females. One in ten is supposed to be able to drop a crow at 300 yards. Above: Mary Redmond & friends.



Editor George H. Scruton of long-Democratic Sedalia *Democrat* and *Capital* has turned pro-Willkie.



Editor Dan Carr (right) from Kansas City runs the *Times*, locally viewed as little but Democratic propaganda sheet.



MEET IN JOE CHASNOFF'S DRUG STORE FOR COKES, PINBALL, TALK. HERE THEY ARGUE ABOUT ELLIOTT'S CAPTAINCY

Principal C. C. Hubbard of Sedalia's Negro schools views New Deal trends with alarm, but most town Negroes vote Democratic.

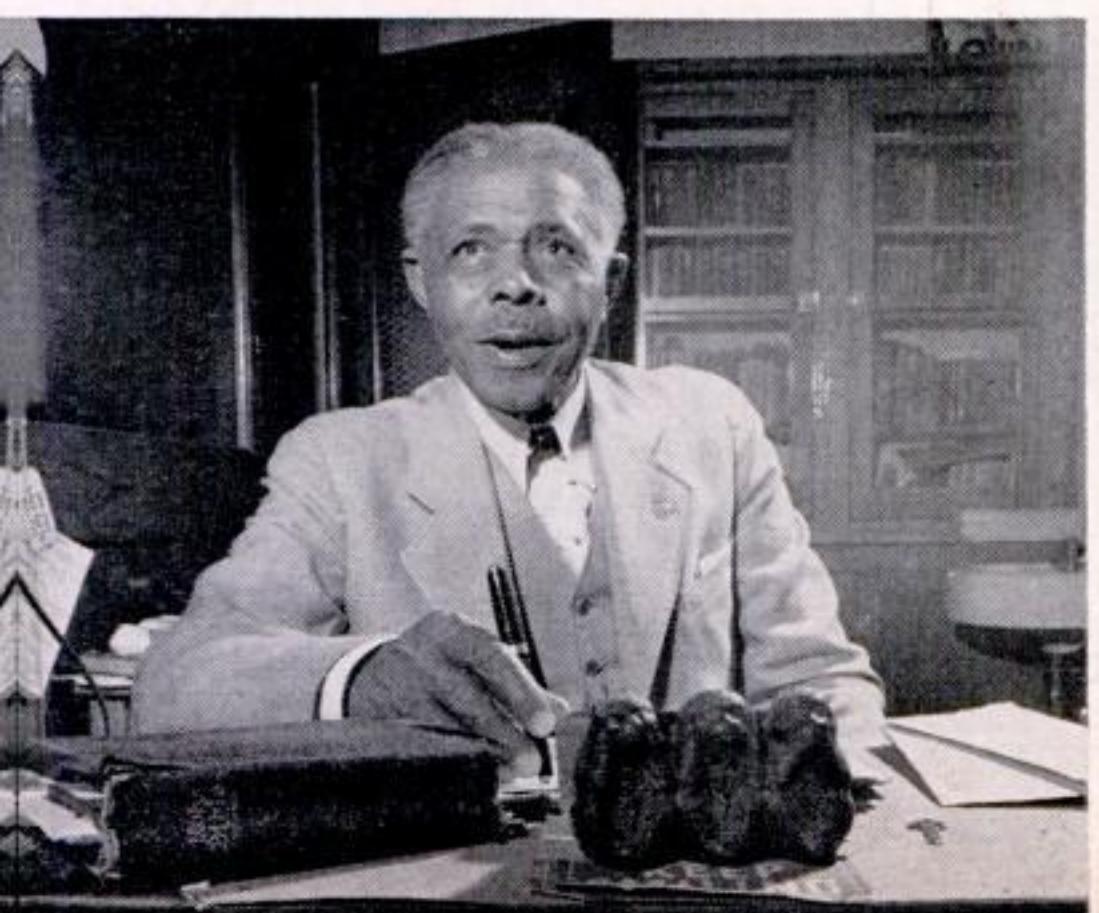
Retired Grocer Bernard Farley long fought the monopolistic Chicago packers. He fears "aristocracy of wealth," is pro-Roosevelt.



Foreman Sherman Rentschler of Missouri Pacific thinks the U. S. may have one-party government if Roosevelt wins.



Union Leader Leroy Bryson says Willkie is "a corporation man." Below: Van Dyne family, factory owners, is divided, mother and one son for Roosevelt, two sons for Willkie.





MRS. JAMES HARTIGAN OWES THE WELL-BEING OF HER BABY SON, MICHAEL, TO A KELLY-NASH MACHINE POLITICIAN

CHICAGO'S MACHINE RUNS ON GRATITUDE

When Wendell Willkie visited Chicago a few weeks ago, he assured a crowd of stockyard workers that if he were elected, "a lot of political bosses will be in Joliet or Leavenworth, or some place where they can't bother you any more." The bosses to whom he referred were the bosses of Chicago's Democratic Kelly-Nash machine.

To Republicans in Winnetka, Evanston and Lake Forest, Mr. Willkie's denunciation of the machine seemed both timely and inspiring. But it is unlikely that any one of his listeners in the stockyards of the South Side had ever been "bothered" by a political boss.

At this moment the Kelly-Nash organization is probably the biggest, most powerful, most efficient local Party machine in the U. S. Contrary to some opinion, its strength is not founded on larceny. Any machine must win more votes than it steals. An examination of how it wins them illuminates one of U. S. democracy's great and growing problems: that of votes exchanged for political and governmental favors dispensed directly to individual voters.

Mrs. James Hartigan, whom you see at left, is a typical 10th-ward voter. She has ten children. When her husband lost his job a few years ago, their local committeeman, Alderman William Rowan, found him another job on a city project of the WPA. Her youngest child, Michael (left), was born in Chicago's famed Lying-In Hospital through the good offices of Alderman Rowan. Every day two quarts of milk arrive at her door, every day leftover vegetables are sent to her by a neighborhood store—free of charge. Says Mrs. Hartigan: "How could I be for anybody but the people Mr. Rowan is for?"

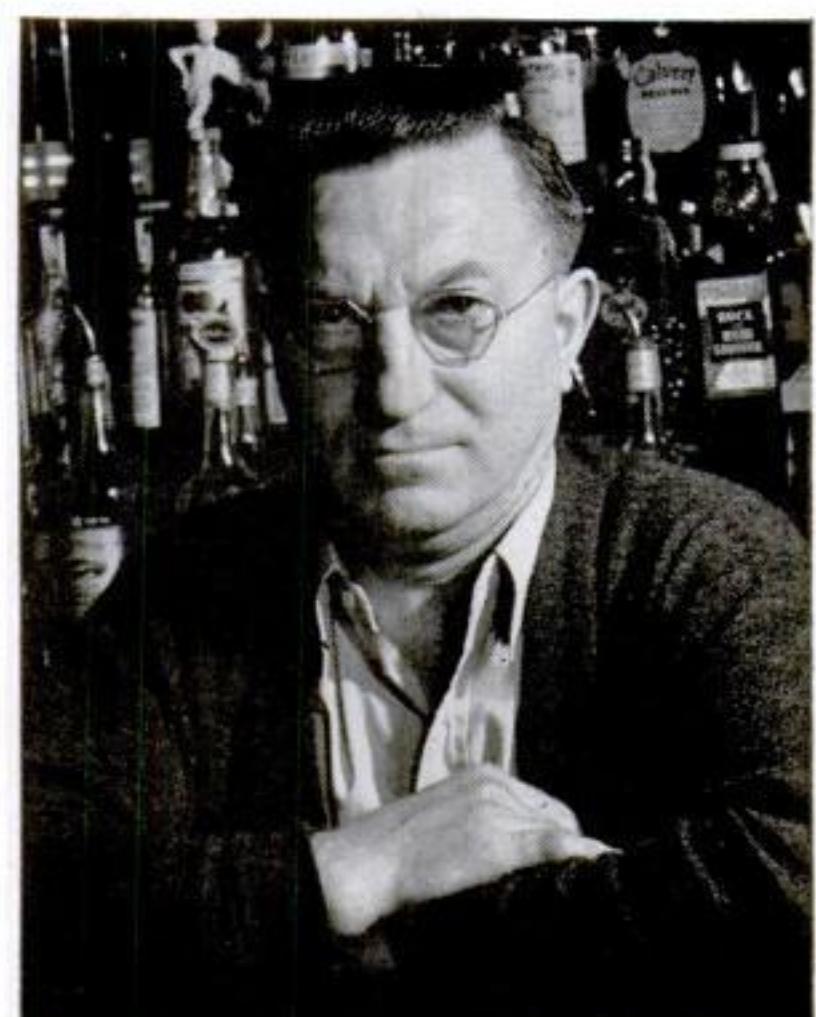
At right is Mrs. Anna Hugo, proprietor for 44 years of a South Side grocery. She is talking to Joe Grande, her precinct captain. Everybody in the neighborhood calls him Joe. It was through Joe that water was re-piped up to Mrs. Hugo's store some years ago—as a fire-prevention measure, at city expense. "Why, I couldn't be in business if it wasn't for Joe," Mrs. Hugo declares. "I'm for Roosevelt because Joe and Mayor Kelly are for Roosevelt." Mrs. Hugo has hundreds of credit customers on her books. She sees to it that all of them vote the way Joe wants them to.



Police Captain John Scott of the 4th district in the teeming South Side was the first Negro ever promoted to a captaincy in Chicago. Many white policemen are under his command. Says Captain Scott: "I'm for Mayor Kelly all the way. He has been fair to all people regardless of color. We all know that Mayor Kelly is for Roosevelt."



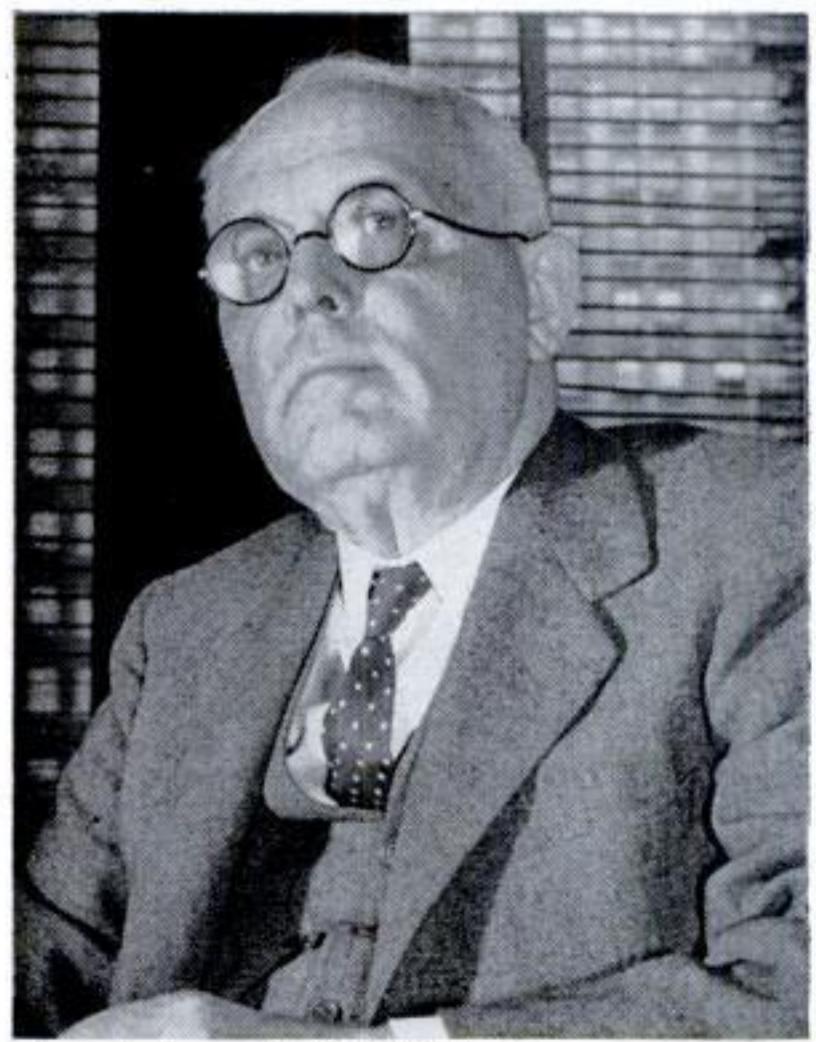
Night-Club Proprietor Louis Falkenstein runs an honest business, has no trouble with the law. But if trouble should arise, he knows that he can ask the aid of State Senator Bill Connors, one of his regular customers. Says Mr. Falkenstein: "Bill Connors is really my friend. If he suggested that I vote for Pat Nash for President, I'd do it."



Saloon Owner Stanley Zinakowski serves steel workers on South Side. Two years ago a local Democratic leader got Mr. Zinakowski's ill daughter admitted to tuberculosis home. She is now cured. Says he: "I vote for Kelly and Roosevelt."



MRS. ANNA HUGO, GROCERY-STORE PROPRIETOR, RECEIVES A FRIENDLY CALL FROM JOE GRANDE, HER PRECINCT CAPTAIN. JOE GRANDE'S CANDIDATES ALWAYS GET HER VOTE



Commissioner of Public Works Oscar Hewitt is an able administrative officer. He is for Mayor Kelly because "Mr. Kelly is the boss." Says he: "Chicagoans pay less in taxes for what they get than citizens of any other city except St. Louis."



Proprietor of 18 cleaning establishments, Carl Stockholm says: "You can call the Kelly-Nash organization a machine if you want to, but I call it a business administration. That's important to me, because my average customer gives me \$1-worth of business a month and I have to have a lot of them. Chicago is the best place I've ever lived."



Real-Estate Dealer Ray McCarthy says: "When I took over this business from my father, the West Side was called the 'Great West Side.' Pretty soon it became the 'Forgotten West Side.' But for the last seven years we have had a mayor who understands our problems. This will be the 'Great West Side' again if he stays in office."



Jay Cookes I, II, III and IV appear in this old portrait from the Cooke family album. The current candidate for U.S. Senator,

bald and amiable as he is now, lies in the arms of his famous great-grandfather who died in 1905. Jay II married Charles

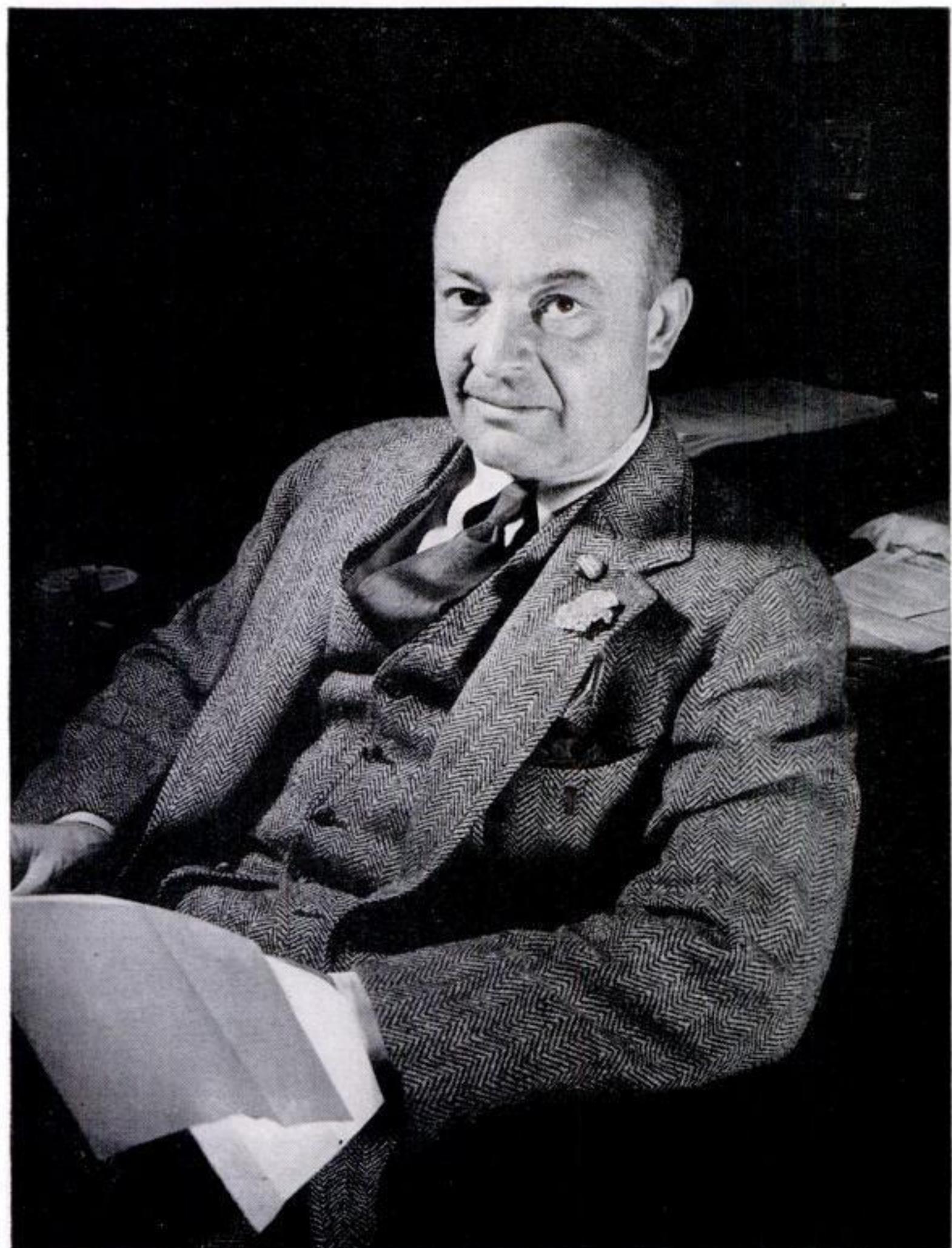
D. Barney's daughter and became a partner in his brokerage firm. Jay III followed him into the firm, as did Jay IV in 1921.

NEW REPUBLICAN FACES: A PENNSYLVANIA SCION

In the autumn of 1938 when LIFE surveyed the U. S. political scene, it found that Republican resurgence was the major trend of the year, that the brightest new faces on the scene were those of Republican candidates. The resurgent sweep of the G. O. P. carried nearly all of those candidates into office that November. There some, like Wisconsin's Governor "Julius the Just" Heil—now dubbed "Julius the Bust"—have proven dull and disappointing. Others, including Minnesota's Governor Stassen, Rhode Island's Governor Vanderbilt, Massachusetts' Governor Saltonstall and Ohio's Senator Taft, have emerged with considerable stature as able public servants.

This year LIFE, again surveying the national scene, again finds Republicans confident that, whatever the outcome of the Presidential contest, the political tides are still running their way. Not enough Senate seats are at stake outside the Solid South to make Republican capture of the Senate possible, but G.O.P. leaders, figuring that "plenty of people who vote for Roosevelt will take out a little insurance by voting for a Republican Congressman," count on winning the House with 60 new Republican members.

This year, even more than in 1936, the whole case and personality of the Democratic Party have become concentrated in the magnetic person of Franklin D. Roosevelt. The colorful and interesting new political faces again belong to Republicans. Pennsylvania's No. 1 newcomer this year, candidate for the Senate seat held by pap-grabbing Joe Guffey, is a Philadelphia aristocrat who bears a well-known name. Jay Cooke I financed the Union in the Civil War, went broke backing the Northern Pacific railroad, set off the great Panic of 1873 with the collapse of his big banking house. Jay Cooke IV, his great-grandson, is a bald, amiable, intelligent and thoroughly conservative broker-sportsman lately turned to public service. Having rebuilt, with Philadelphia's Joe Pew, Pennsylvania's once-powerful Republican organization, he is now making his first try for public office.



Jay Cooke IV, 43, won a captaincy in Meuse-Argonne offensive, returned to graduate from Princeton in 1920, became a broker. He entered politics as Republican State Treasurer in 1934.



Sportsman Cooke is an enthusiastic archer, hunter, fisherman and golfer. Indoors he likes woodworking, has workshop in his basement. Here he plays backgammon with his pretty wife who as Mary Glendenning was also a member of one of Philadelphia's first families.



The Cooke fortune, rehabilitated after the first Jay Cooke's historic collapse, allows the present Jay Cooke to live on a luxurious estate in Philadelphia's swank Chestnut Hill, with plenty left over to finance Republican campaigning. Below: with his daughter Nina, 15.





Cleveland's Mayor Harold H. Burton works Sunday morning at his desk in City Hall. An able administrator

and a conscientious servant, he is the only Republican who ever served three terms as Mayor of Democratic Cleveland.

OHIO BETS ON BURTON FOR SENATE

Biggest political news in Ohio is the rising star of Cleveland's Mayor Harold H. Burton, now running for U. S. Senator on the Republican ticket. Last spring, when he entered the primaries, Ohio politicos gave him little chance for nomination. He was opposed by the State machine, by Cincinnati's boss Ed Schorr, and by Governor John W.

Bricker. Denounced by Schorr as "not a good organization man," Burton seized on the phrase and boomeranged it back at his foes with thunderous success. Last week it appeared certain that Harold Burton's would be among new G. O. P. faces in Washington after Jan. 3, that his vote would far exceed the Ohio vote for Wendell Willkie.



New Lake Shore Drive is Mayor Burton's proudest achievement. Cleveland has long been famed for ugly waterfront.



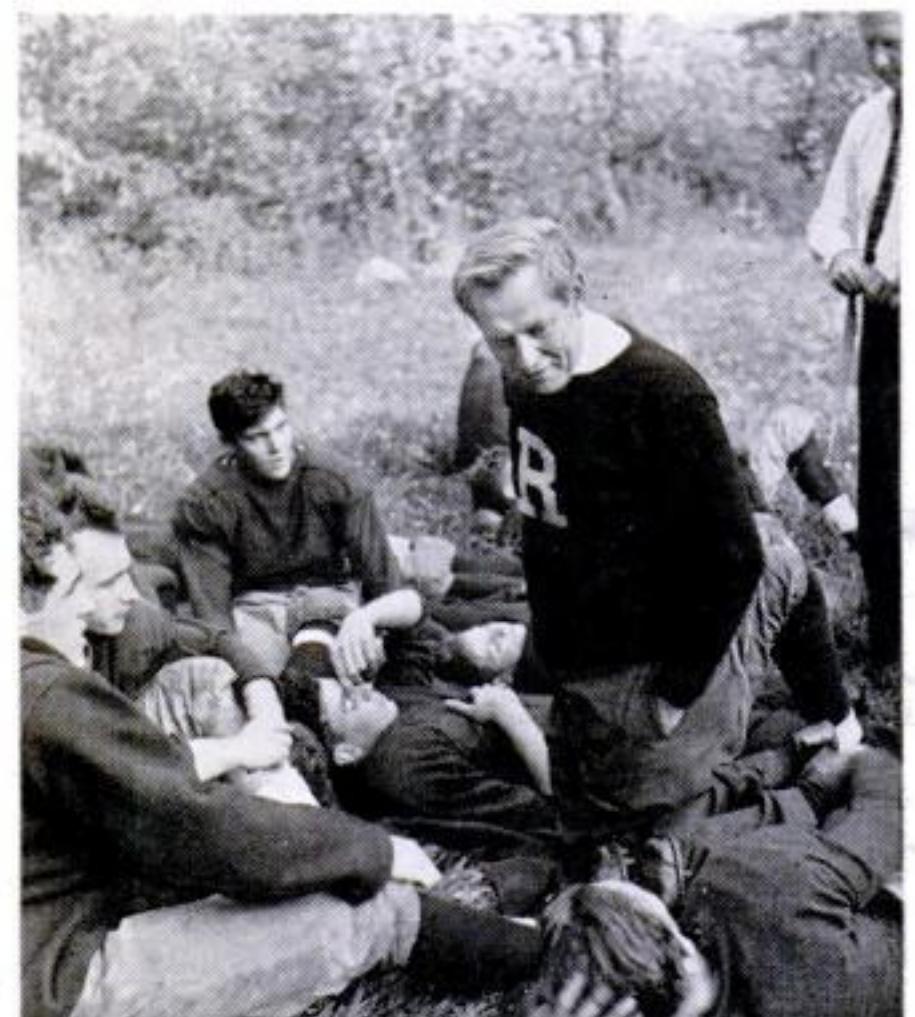
At home in Cleveland's Shaker Square district, the Mayor breakfasts with Mrs. Burton. Shy, he shuns publicity.

CONNECTICUT SEES

New England's traditional respect for education has more than once led the people of Connecticut to lift men from academic life into governmental office. Last week it appeared likely that on Nov. 5 Connecticut's Republican voters would elect a prep-school headmaster to the U. S. Senate. Actually Paul Lincoln Cornell has had little more experience in education than in politics. His vocation before 1935 was advertising. Nationally known as a copy writer, he became chairman of the board of the American Association of Advertising Agents in 1936. Few months later he retired, bought the Romford School for Boys at Washington,



In the headmaster's office at Romford School, Paul Lincoln Cornell sits surrounded by Lincolniana. A



Between the halves of Romford-Wooster game, Cornell gives his team a fight talk. Romford won: 19-0.

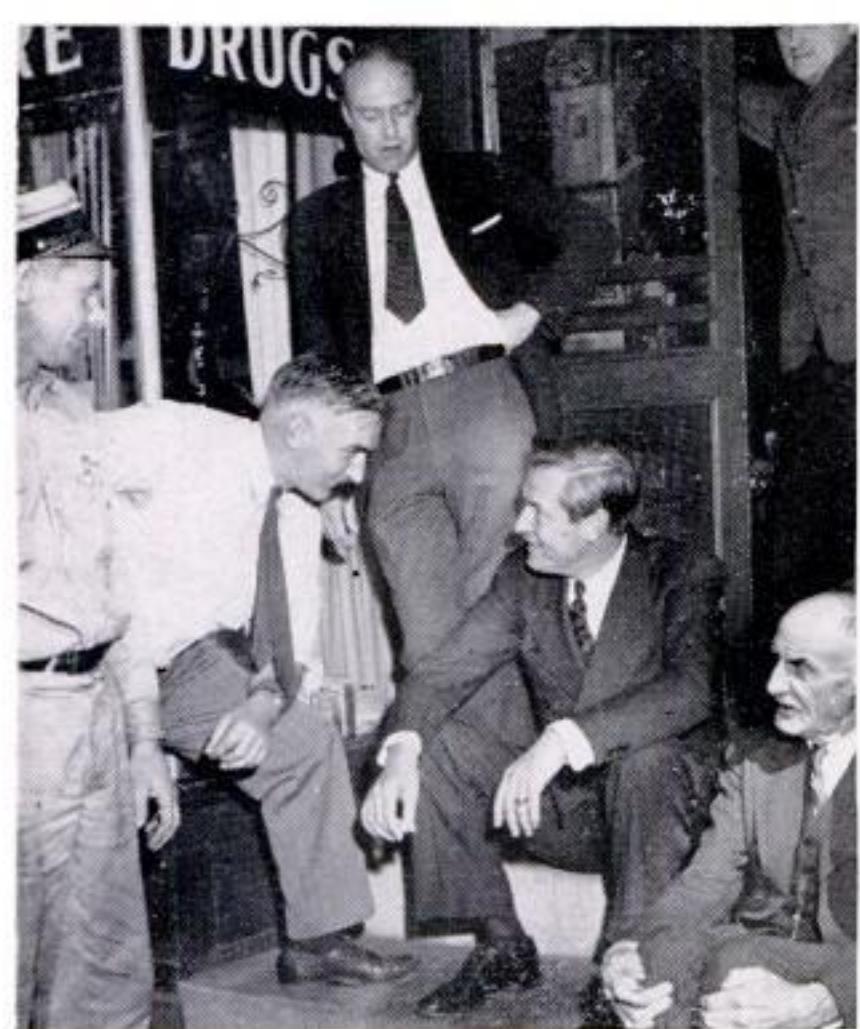
COMER IN CORNELL

Conn., and settled down to academic life.

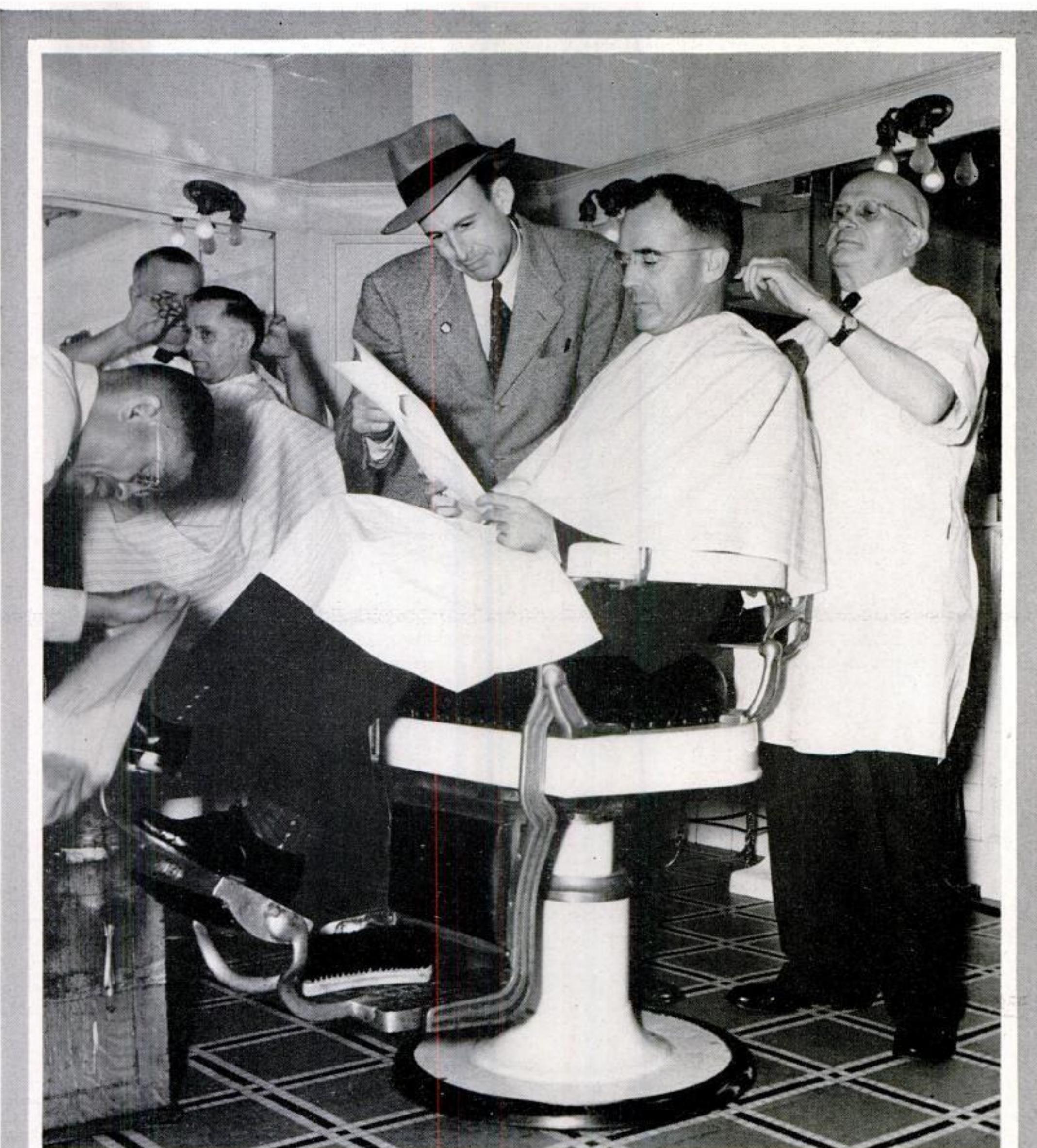
In 1938 a Republican State Central Committee made Cornell its director of public relations. At the State convention that fall he delivered the keynote speech, helped start the political upheaval that defeated Governor Wilbur ("Uncle Toby") Cross and elected a big Republican ticket. This year, once again, he made a key address at Connecticut's Republican State Convention. Then, against tough opposition by various county machines, he won the Senatorial nomination. A liberal, blessed with considerable personal charm, Paul Lincoln Cornell appears to be going places at the age of 44.



lifelong admirer of Abraham Lincoln, Cornell quotes Lincoln in speeches, is proud of his middle name.



In the village store at Washington, Cornell chats with the electorate. A local boom got him started.



Editing a campaign speech in the barber chair, Stephen Chadwick confers with his star publicity writer, Paul O'Neil.

An unorthodox politician like Wendell Willkie, Chadwick is prone to campaign with more fervor than diplomacy.

CHADWICK IS AHEAD IN WASHINGTON

In Washington, bettors are offering odds of 3 to 2 that Stephen F. Chadwick, former National Commander of the American Legion, now Republican candidate for the U. S. Senate, will be elected over his Democratic rival, Congressman Monrad C. Wallgren. An aggressive isolationist and renegade Democrat, "Steve" Chadwick has based his campaign largely on

opposition to the administration's foreign policy and the charge that Wallgren, an expert billiard player, "served his apprenticeship for Congress in pool halls." Chadwick's father was a judge, his grandfather an Indian-fighting governor of Oregon. Pacific Coast politicians say that if Willkie wins Washington, he will owe his vote to Steve Chadwick.



With his son, Steve Jr., Chadwick inspects his collection of gavels, medals, mementoes of days as Legion commander.



Shipyard workers on a Seattle dock listen to Chadwick with more respect than enthusiasm. Labor is cool to him.



A specialist in People, Barton has wall behind advertising desk decorated with photo-murals of New York crowds.



The Bartons, who have three children, live in a red-brick New York townhouse. He is still head of B. B. D. & O.



"The Third Term means liquidation of the middle class," Barton warns crowd in Cooper Park at Cooperstown, N. Y.

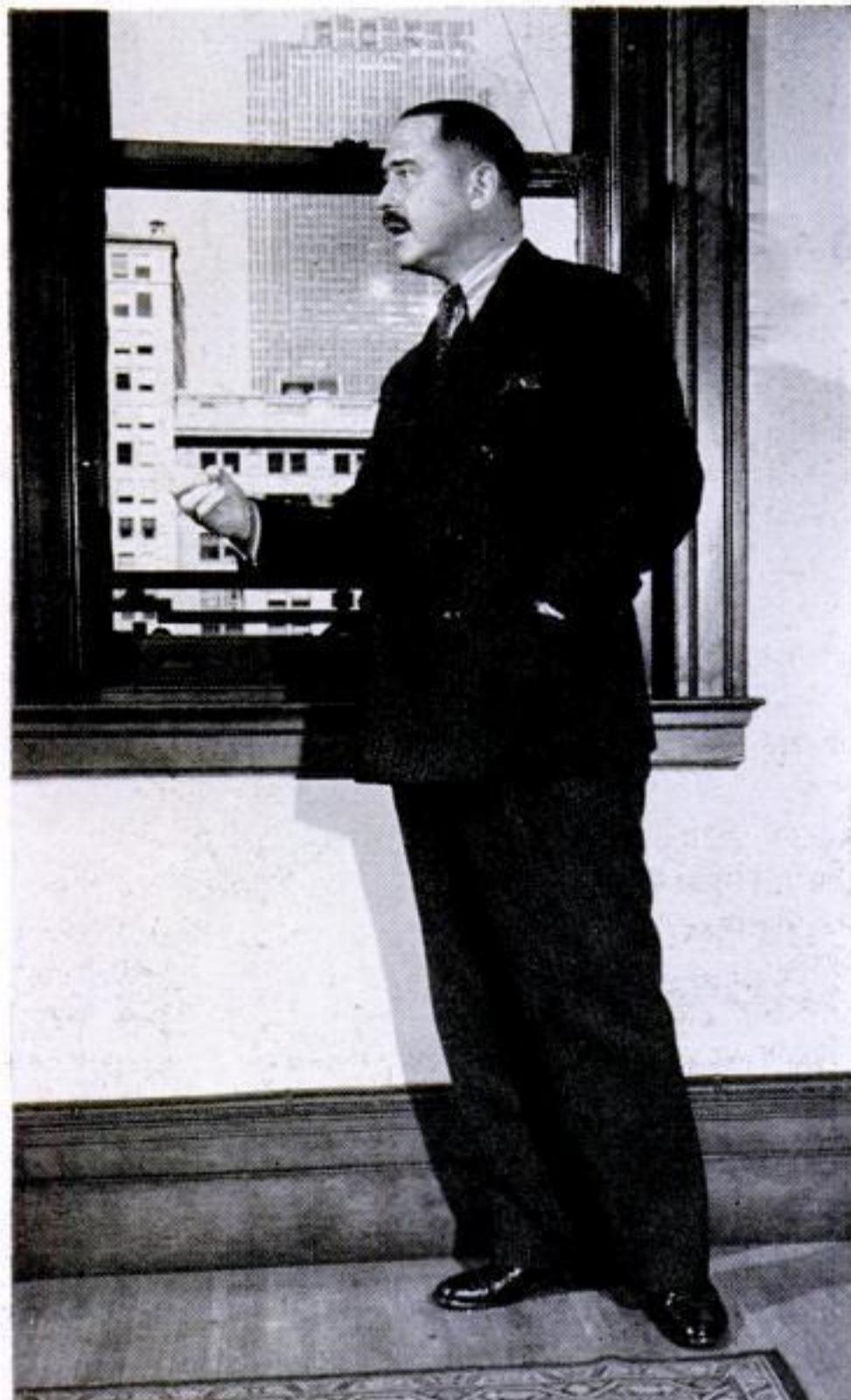
BRUCE BARTON OF NEW YORK IS SALESMAN OF A LIBERAL G. O. P.

A shrewd head, a smooth tongue and a vast yearning for uplift inherited from his Tennessee preacher-father have made Bruce Barton of New York one of the world's great salesmen. He sold papers to pay his way through Amherst, sold himself to two wartime acquaintances to form what is now the famed advertising firm of Batten, Barton, Durstine & Osborn, then devoted himself with notable success to selling the U. S. public such commodities as collars, safety razors, Dr. Eliot's Five-Foot shelf, plus Jesus (*The Man Nobody Knows*), and the Bible (*The Book Nobody Knows*). In 1937, rich and famous, reddish-haired, genial Salesman Barton turned his talents to a new triple project: 1) to sell himself to the voters of New York City's 17th ("Silk Stocking") district as a member of Congress; 2) to sell the stodgy, defeatist Republican Party a new, dynamic philosophy; 3) to re-sell the Republican Party to the nation.

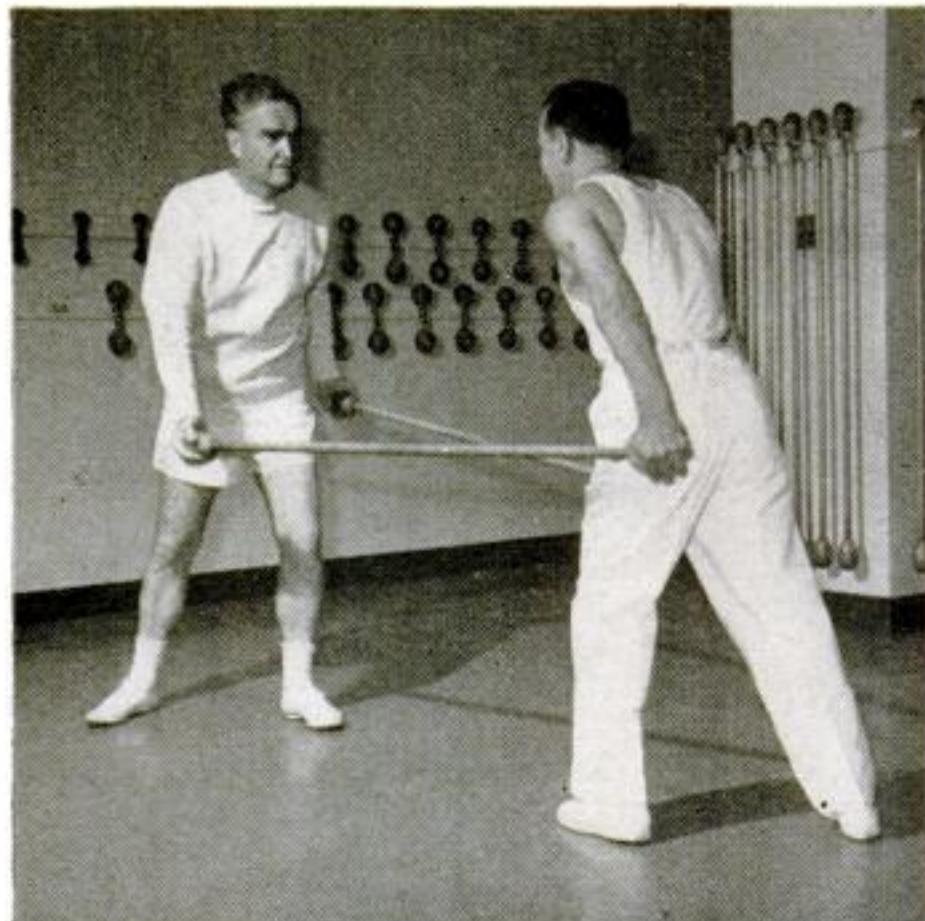
In Congress, Barton's business head and knowledge of public psychology quickly made him a valued member of the Party councils, and after less than two years of service he was rated one of the ten ablest members of the House by 53 Washington correspondents polled by LIFE. For the Party, besides much

effective speech-making, he undertook with Kenneth Simpson to shake off the Old Guard grip on the Republican organization in New York. At Philadelphia last June, defying the New York leaders who were backing Dewey, they helped sell Wendell Willkie to Republican convention delegates. Their latest triumph came last month when, at Mr. Willkie's insistence, the New York State Republican convention nominated Bruce Barton as candidate for the U. S. Senate to oppose Senator James M. Mead.

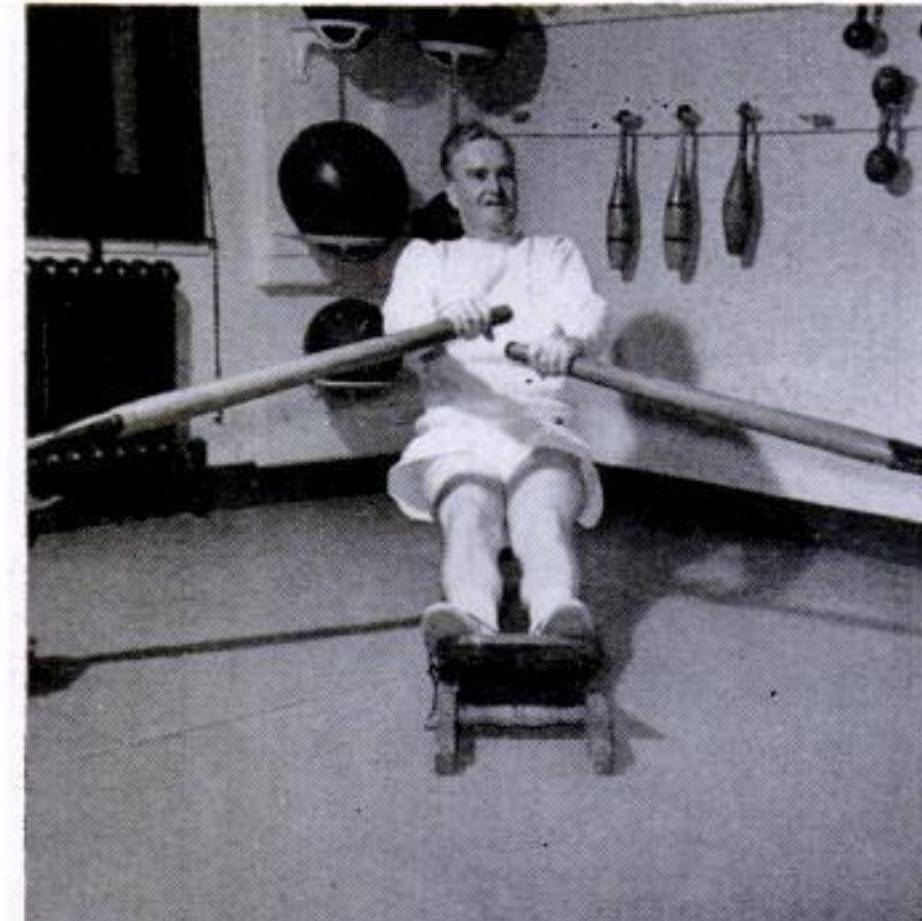
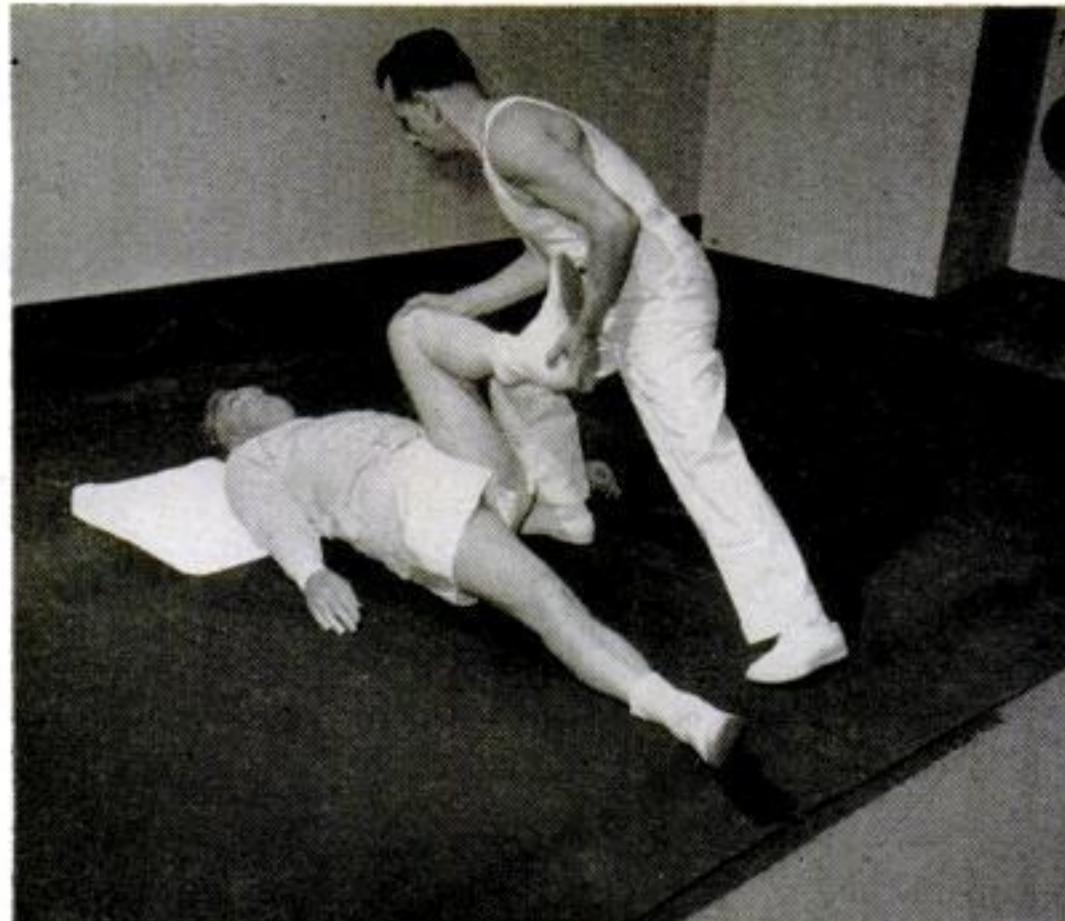
Into the House candidacy left vacant by Barton's elevation quickly stepped Kenneth Simpson (right) for his first try at getting himself, instead of somebody else, elected to office. Tweedy, voluble, pipe-smoking Simpson, a Yale & Harvard-bred lawyer who began taking politics seriously in his teens, has been Republican chairman of New York County since 1935. He made his name & fame in 1937 when—to the horror of Old Guardsmen—he allied the Republicans with the American Labor Party to re-elect New York's Mayor LaGuardia. In great New York State, where Republicans have elected only one governor in 20 years, there will be a new kind of G. O. P. if Willkie, Barton and Simpson clear the bars Nov. 5.



KENNETH SIMPSON, 45, IS CANDIDATE FOR U. S. HOUSE



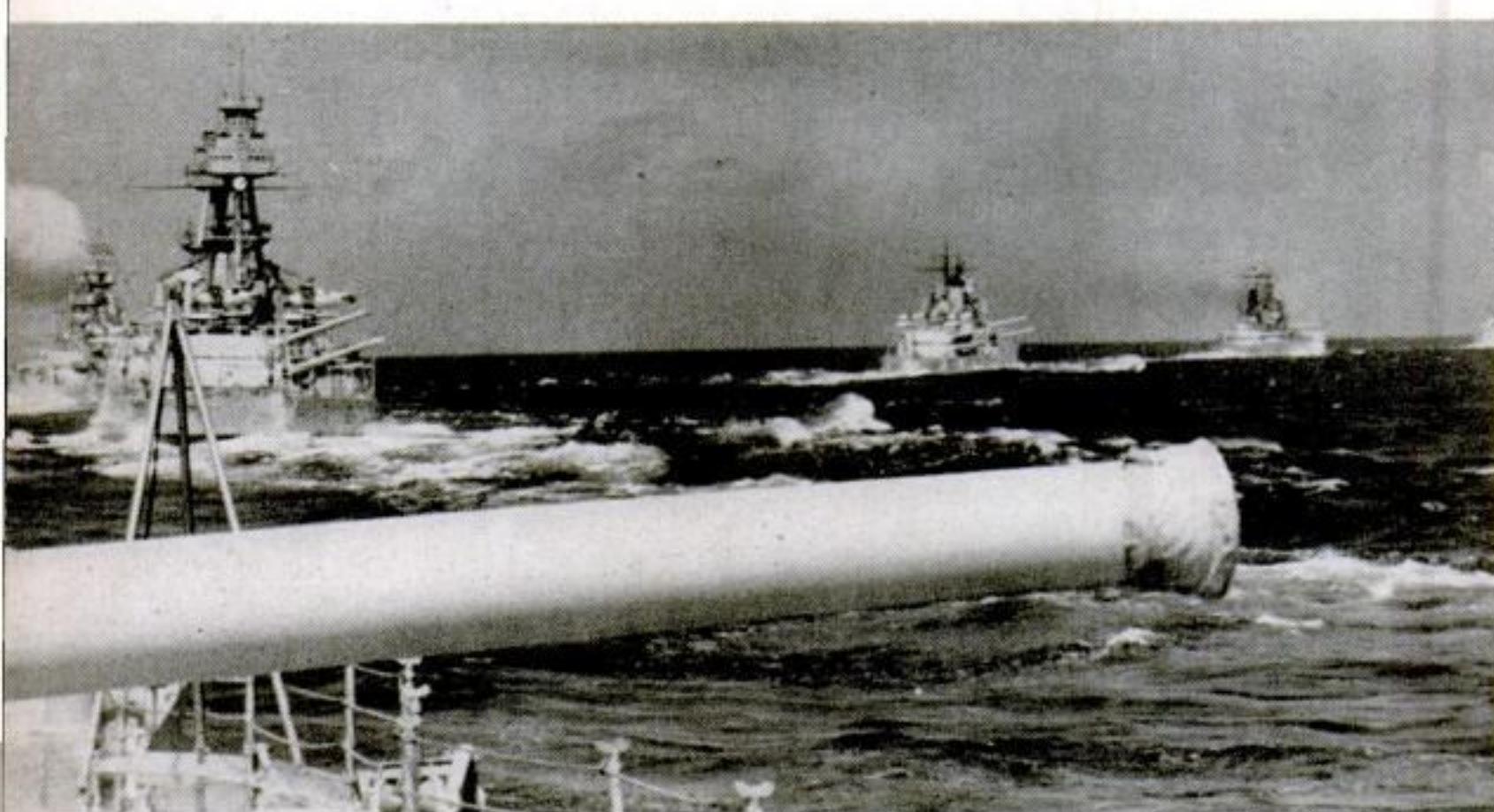
AT 54 CANDIDATE BARTON KEEPS FIT BY HOUR-LONG WORKOUTS THREE TIMES A WEEK AT THE GARY GYMNASIUM IN NEW YORK. IN WASHINGTON HE PREFERENCES TO PLAY GOLF







"Commonwealth & Southern—just another utility stock. High, \$29 1/4, 1929; low, 75¢, 1940; unpaid dividends on preferred stock, \$25,875,000; warrants to purchase 17,588,956 shares of common at \$30 each. Who wants it? But that does not make him a businessman."—LaGuardia.



"The American sea force is the most powerful, most efficient fleet in the world today, says Secretary Frank Knox."—LaGuardia.



"A healthier, happier American childhood through WPA relief work for unemployed which built thousands of playgrounds, nurseries, swimming pools and parks. Roosevelt gave the daddies the jobs. The daddies built the playgrounds."—LaGuardia.

"Rural electrification—on the right in the Commonwealth & Southern day; on the left, in the Roosevelt day."—LaGuardia.



ROOSEVELT PREFERRED

NEW YORK'S MAYOR STATES CASE FOR THE PRESIDENT

by FIORELLO LAGUARDIA



On preceding pages LIFE has noted the relative abundance of interesting new faces in Republican ranks, the scarcity of them among Democrats. Notable also is the fact that while an extraordinary crop of politicians, college presidents, businessmen, churchmen and assorted amateurs of both Parties have flocked to the vocal support of Mr. Willkie, the audible Democratic campaign has thus far remained largely a one-man show. With few exceptions, the allegiance of the Democratic Party to its leader remains tacit rather than explicit. From outside his Party, however, one genuinely effective voice has been raised in the President's behalf: the voice of that agile and able Independent Republican, Mayor Fiorello Henry LaGuardia of New York. In the interest of a full discussion of 1940 issues, LIFE invited Mayor LaGuardia to state his case for Mr. Roosevelt's re-election.

In addition to writing this article, the Mayor volunteered to choose the accompanying pictures and write the captions for them. LIFE's editors gratefully accepted this unusual offer and trust readers will forgive any minor eccentricities in caption style.

The success of the Democratic Party—the success of the Republican Party—do not concern me.

In both of these major Parties there are millions of fine wholesome patriotic Americans who have absolutely nothing to do with the affairs of the Parties and are seldom consulted as to Party policies. In both Parties there are selfish, uncouth, self-seeking politicians primarily interested in patronage, privilege and pap.

Thanks to the radio, screen, press and an abundance of literature on political, social and economic problems, no political organization can today control national policies or a legislative program without independent support.

Party platforms written at a convention by professional politicians are now taken by an enlightened electorate with a ton of salt and treated with sophisticated patience, very much the way a radio audience takes the "commercial" talk while listening to an entertaining program.

The election choice, particularly this year, is strictly between the individual qualifications of the two major candidates.

Why do I support President Roosevelt?

Because the office, President of the United States, is the most difficult in the entire world.

Roosevelt has experience in government. Willkie has none.

Roosevelt knows government. Willkie does not.

In these times we cannot afford to trust a man inexperienced in government to perform the far-reaching duties of the President of the United States—to direct the intricate machinery of domestic government and to meet the fateful decisions of foreign affairs. You cannot learn how to run government out of a book. You cannot learn that in the office of a utility holding company.

Never since our country became a world power have the American people taken a chance with an untried, inexperienced candidate for the highest office in the land.

Most Presidents have had much experience

William McKinley served his apprenticeship as a county prosecuting attorney, as a Congressman for twelve years, as a Governor of Ohio for four years.

Theodore Roosevelt was in the New York State legislature; for six years a member of the U. S. Civil Service Commission; President of the Board of Police Commissioners in New York City; Assistant Secretary of the Navy; and then after his Spanish War service, Governor of the State of New York and Vice President.

William Howard Taft was a young assistant prosecutor of his county, a collector of the Internal Revenue Bureau, a Judge of the Superior Court of Ohio, Solicitor General of the U. S., Federal Circuit Court Judge, member of the Philippine Commission, Civil Governor of the Philippines and five years as Secretary of War.

Woodrow Wilson was a world-recognized historian, student of

government and president of Princeton University, which became a laboratory of government science, and Governor of the State of New Jersey.

Warren G. Harding was a State Senator, Lieutenant Governor and United States Senator from Ohio.

Calvin Coolidge was a City Councilman, City Solicitor, Clerk of Courts, member of the State Legislature, Mayor of his city, State Senator, Lieutenant Governor, Governor of Massachusetts and Vice President.

Herbert Hoover was in charge of aid to stranded Americans in London in 1914, Chairman of the Belgian Relief Commission, U. S. Food Administrator, a member of the War Council and for over seven years Secretary of Commerce.

Franklin D. Roosevelt first served as a young man in the Senate of the legislature of the State of New York. For over seven years, including the World War, he was Assistant Secretary of the Navy. Later he became Governor of the State of New York, and he has been President for eight years.

Experience alone does not guarantee a good President. But substantial training in large governmental problems is a minimum qualification which the American people have always demanded of a Presidential candidate.

If anyone were to suggest to a big businessman that he put at the head of a million-dollar corporation someone without business experience—an attractive athlete or a brilliant painter or poet or novelist—the suggestion would, of course, be rejected and ridiculed. But some of these same men who would ridicule the idea of trusting inexperience in their own business are urging the election of a candidate, untried, inexperienced, and, judging from his utterances, uninformed and misinformed on government affairs. I am sure that when people stop to realize this they will see how ludicrous and how impossible it all is. It just won't do.

Let Willkie start at bottom, work up

It is not Wendell Willkie's fault that he has not had experience. It is his choice. He could have had that experience. He chose another walk of life. He chose the utility field. He was free to make that choice. He made it. He is still a young man and if he likes government, there are plenty of opportunities to start at the bottom, like all of us, and work up. Wendell Willkie has not the genius, the knowledge, the grasp or the vision to start at the very top.

Mr. Willkie's experience is that of an average good lawyer who has become a specialist. His specialty is promotion and lobbying. At that he is really good.

But that does not make him a businessman in any sense of the word. That is not business experience. American business is competitive business, and business experience, training and ability are first obtained, then tried, then demonstrated in competitive lines of business.

The utility line, Mr. Willkie's game, is not competitive business. Utilities, although regulated, are monopolies. You and I and the people of this country, with some few isolated exceptions, cannot shop around for our electric current for lighting and cooking and industry where we like. We must buy it from the particular company that has the franchise in our particular locality. Anybody can sell under those conditions.

Only within the last few years, as the vision and courage of President Roosevelt provided public-power yardsticks have the people realized what that lack of consumer choice cost them.

Even in the utility monopoly field, Mr. Willkie's experience has been limited to a specialty. His duties required that he specialize in utility holding companies rather than operating companies. The company with which he is directly concerned is a financial company—Commonwealth & Southern—controlling the securities of other companies which operate around the country.

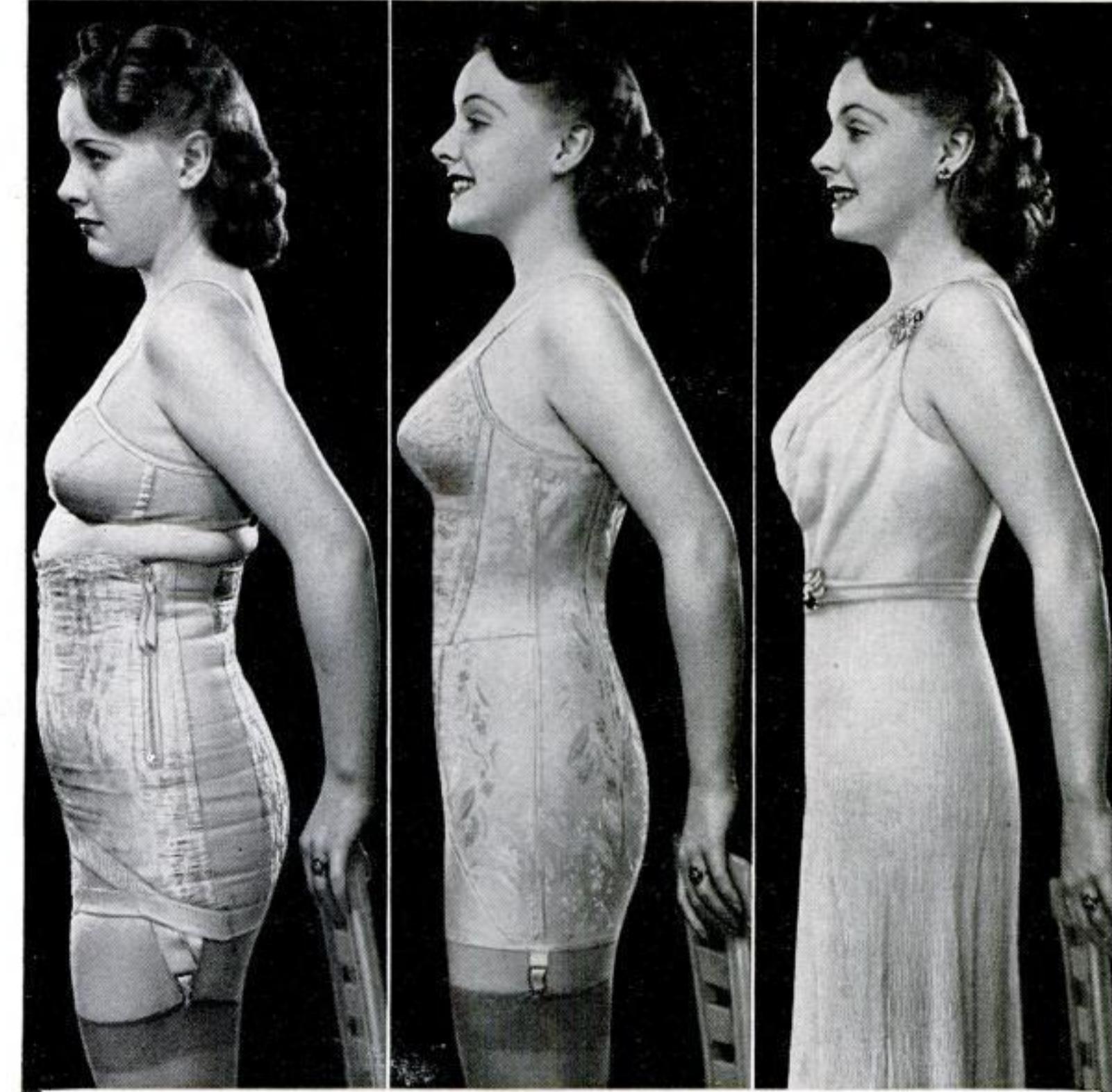
Even in this financial holding company, his specialty was limited. His specialty was directing lobbying and opposing competition from the Federal Government in its effort to give the people of a great section of our country the benefit of their natural resources through cheap electric power. In that specialty within a specialty within a specialty, Mr. Willkie is the most proficient specialist in the country. His testimony before Congress, his public statements, his aid and help to utility-controlled committees, all prove that. But that does not make him a businessman.

I have read Mr. Willkie's statement out in Oregon, within the sound of the mighty Columbia River, concerning publicly owned power plants. But in the face of Mr. Willkie's record, statements and activities, that recent campaign expression of the right of the people to control their own natural resources just does not register.

CONTINUED ON NEXT PAGE

You ought to do something about YOUR figure

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Note the lack of support to abdomen and back permitting unlovely bulges and a sagging of all the figure.

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See your future beauty lines in fascinating free booklet

Send us the coupon below, or look in your telephone book under "Spencer Corsetiere" and call your nearest corsetiere, for interesting illustrated booklet, "Your Figure Problem." This will not obligate you in any way.

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Through your trial of Tender Leaf Brand Tea, he is confident that you will become a regular buyer! Accept this money-saving offer now, while it's open. This offer expires midnight, Nov. 2, 1940, and is good in the United States only.

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ROOSEVELT PREFERRED (continued)

As in many other of his recent contradictions, he is apparently throwing sincerity and conviction to the winds for a vote-catching epigram. This is in the tradition of the old stock sale prospectus where anything goes—that is before the SEC, which is one of Mr. Willkie's pet hates.

Space will not permit a review and quotations from Mr. Willkie's utility past. Great service rendered he to his company, or, may I say, to the managers of his company and their associates. Fortunately, it is all on the record, his attitude, his utter lack of interest in the welfare of the consumer, his refusal to recognize that the gifts of God to this country belong to all of the people and not to private monopoly for private exploitation.

Strange—both candidates are interested in the generation and use of electricity. Equally strange—both are experts in hydroelectric power. Roosevelt harnesses mighty rivers for the use and comfort and happiness of millions of consumers; Willkie's interest has been to block that harnessing, to keep utility prices as high as the traffic and competition will bear, to the advantage and enrichment of the few. Roosevelt believes in water to turn turbines; Willkie believes in water to turn the ticker.

For, did he not say: "I never forgot to fight for and protect the interests of those who were paying me." Exactly. And it was a few individuals who were paying and getting the benefits of their hired president. It so happened that their interest was contrary to the public interest. Acting according to his own lights at the time, Mr. Willkie did nothing wrong. He was getting a good salary and doing a good job for his bosses. But that is not the kind of experience in a man's past which can give confidence that he will render unselfish service to the public in the future.

He gives business square deal without privilege

Now let us come to the businessman for President. There is a great deal of talk about the lack of friendliness toward business of the Roosevelt Administration. Yet, none of it is really justified if we are talking about competitive American business. President Roosevelt's Administration has done more for that kind of business than any other administration. By that I do not mean to say that President Roosevelt has given big business special privileges. That is what a small proportion of big business in this country seemingly wants when they ask for friendliness from Government. It is not a square deal they want. It is something more, some special privilege contrary to the best interest of the country and the people as a whole.

That, frankly, they did not get from President Roosevelt. But this man who is now being attacked from so-called big business (and I want to make clear right here that all of business is by no means opposing or attacking President Roosevelt, only a small portion) did more to save American business, to rescue American finance, to maintain the American system of free competitive business than any President in our whole history.

Can we forget the condition of business and finance when President Roosevelt took office on the 4th day of March, 1933?

Can we forget the condition of business and finance when President Roosevelt took office on the 4th day of March, 1933?

Can we forget the condition of business and finance when President Roosevelt took office on the 4th day of March, 1933?

Now, pause, and read this question three times, as I have written it. Banks were suspended, deposits were lost, factories were closed,



"Old-age pensions—original? No. Necessary? Yes. Roosevelt did it."—LaGuardia.

business was at a standstill. It was the worst financial, industrial, and business crisis in the history of our country.

Roosevelt stepped in. He did a masterful job. If we have banks today, if we have business today, it is because of his heroic action in the darkest moment of crisis.

Did anyone attack or criticize the action that he took then? Did anyone charge that he was a dictator? Did anyone then say that he was going beyond his powers?

Not a peep. Not a peep for many years. Not a peep during the long trek of the biggest bankers, industrialists and businessmen to Washington. "Help us, oh Franklin, help us, Mr. President, help us, Mr. Roosevelt." And he did just that.

They say he never met a payroll. In those trying days his courage met everybody's payroll. The bankers were the first to go on relief under the present Administration, when millions of dollars were shoveled out to save them. A few of these very same men now will ridicule and oppose the American system of providing work for the unemployed.

In that terrible year, and what a year to assume the office of President of the United States, 4,000 banks suspended payments—the worst catastrophe in the financial history of the entire world—the result of a "friendly" administration. These 4,000 banks had deposits of \$3,596,698,000. But, mark you, they were preceded in the years 1929, 1930, 1931 and 1932, when business was again under a "friendly" administration, by suspensions of 5,755 banks, having total deposits of \$3,464,159,000.

President Roosevelt, when he assumed office, faced the cumulative effect of the crashes of nearly 10,000 banks with over seven billion dollars deposits and started the mammoth job of salvaging the whole financial and business structure. Yes, and brought it to a successful conclusion. He saved the life savings of millions of depositors and hundreds of millions of asset values in the banks that were still within reach of being salvaged. A pretty good record for one who is now charged with being inimical to finance and business.

In the first six months of 1940, there have been only 16 suspensions of little banks with an average deposit of \$300,000 each. In all likelihood depositors will suffer no loss by reason of another great contribution of President Roosevelt, the bank-deposit insurance.

Bank-deposit insurance is nothing new: I sat in the House year after year to see this ridiculed as paternalistic, to have it charged as unworkable, too costly for banks and unfriendly to business. But when Roosevelt took office he "mustered" this bill through, to the everlasting security not only of the savings of thrifty Americans, but of industry and business themselves. Ah, not a protest when President Roosevelt put through this beneficial legislation which will never be repealed as long as our Government and system of finance will last.

It took Roosevelt to save business in 1933

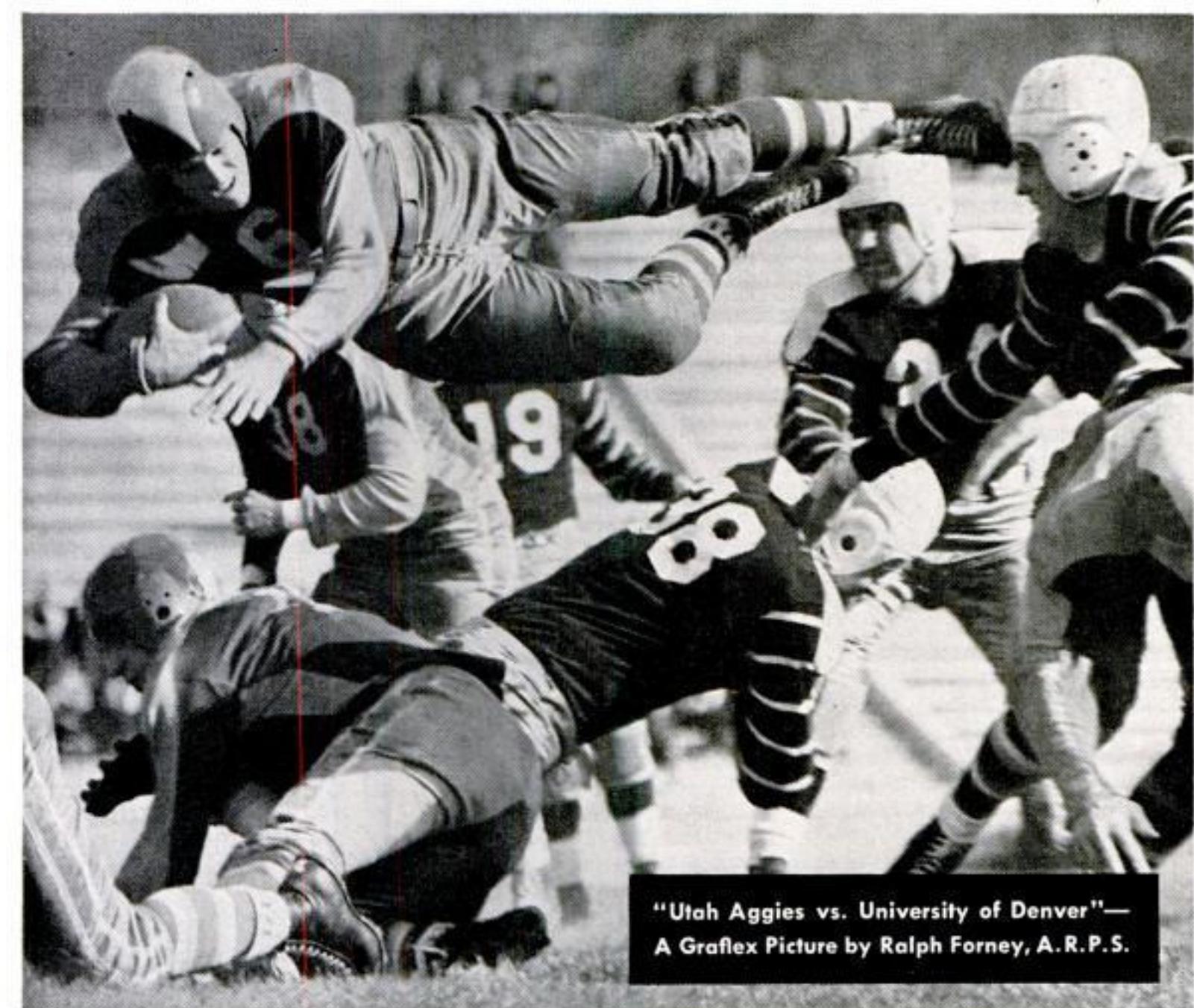
Not only banks and railroads were saved when President Roosevelt took office. Industry after industry, business after business, all were saved; and are continually being saved, through his courage, vision and determination to continue the American system of finance and business.

I have talked at length about the banking crisis because it illustrated both President Roosevelt's fundamental attitude toward business and the unorthodox boldness with which he adopted new ways within our democratic framework to meet situations which bankers and businessmen had given up hope of saving.

Only today when we see what happened inside the European democracies which fell, and when we see the rapid and violent social changes which Great Britain is having to make in order to be able to carry on her fight for her life, do we realize how much the peaceful social and economic program of President Roosevelt has meant to the defensive strength of this country.

While Wendell Willkie was plugging Commonwealth & Southern, President Roosevelt was building the soundest defense for this country, not only through the preservation of free business but by the greatest program for the people in the history of any nation.

Fifty million accounts have been established for workers in the old-age insurance program of the Social Security Board. Every State in the union has Unemployment Insurance. Cash farm income has been increased by more than 80% since 1932. Slum clearance has been undertaken for the first time by a great program of new housing. A million homes were made more secure by HOLC loans. Old-age assistance has been set up. Dependent children have been provided for. In 1932 one out of every ten American farmers had electricity; in 1940 three out of every ten farmers had electricity—an increase of 200%—through the Rural Electrification Administration. Over two



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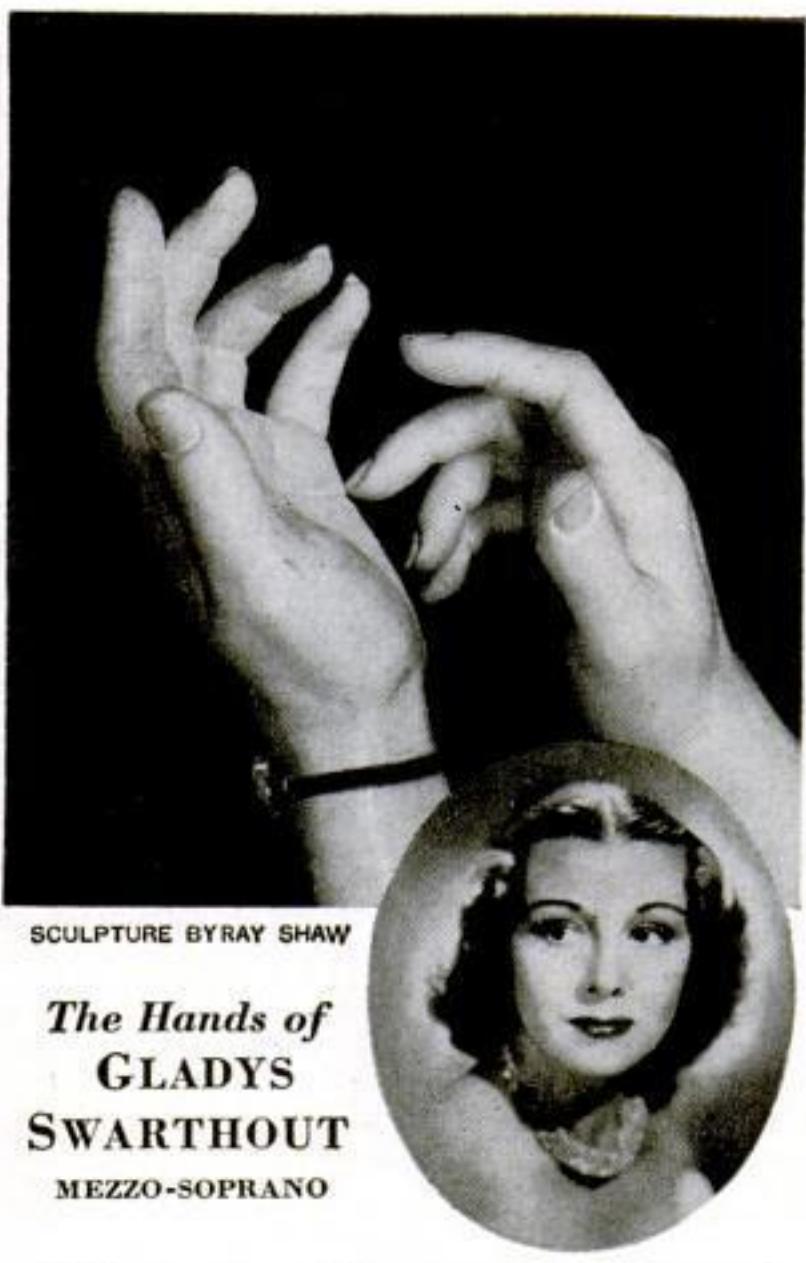
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ROOSEVELT PREFERRED (continued)

billion man hours of employment were provided by a gigantic public works program, which also provided over five billion additional man hours of employment in industrial channels. More than 7,500,000 workers have received employment on WPA and they added great material benefits to our nation's wealth that can be seen in every city in this country—schools, hospitals, parks, playgrounds, roads, libraries, dams, forests, etc. More than 2,000,000 boys have not only been trained for useful citizenship by the CCC, but have also made their contribution to America's wealth and safety. The enormous hydroelectric resources of the country have been developed in important defense areas like the Tennessee River Valley and the Columbia River Valley and are making electric power available at reasonable rates to consumers and new kinds of industry. A code of fair play has been given not only to labor in its right to organize and to have wage-hour protection, but also to the investors through the SEC.

All of these constructive achievements have not only enriched the spiritual values of the people, but they have added what businessmen call "capital improvement" to the nation's plant and wealth.

This is only a small part of a real record of accomplishment. In addition, President Roosevelt has built the strongest Navy in the world and our largest peacetime Army and Air Corps, over the partisan opposition of Congressmen and Senators who are now supporting Willkie.

Modern warfare is not a hit-or-miss proposition. Wars are not won by bluff or prevented by weasel words. The one and only way to prevent war is the Roosevelt way by arming so strongly, protecting our shores so securely, that no dictator or group of dictators would dare to attack. Roosevelt has already done a magnificent job in strengthening the Navy and he is doing the same now with the Army and Air Force. I would sooner be kept out of the war strongly armed, the Roosevelt way, than to blunder into a war unprepared.

I trust the development of the additional defenses this country needs to President Roosevelt, who had demonstrated that he can use his experience in the intricate machinery of government to get things done.

I believe the best proof that the great constructive program of President Roosevelt has the complete approval of the American people is the fact that no part of President Roosevelt's social and economic program has been made an issue in this campaign. Even Wendell Willkie approves it—now that it is done. But do not forget that it was President Roosevelt who knew how to use the processes of government to get it done.

Remember, this is not an election for a municipal alderman—this is not an election for a mayor. Bear in mind that we are electing this year a President of the United States—to the most difficult job in the world.

The people's candidate is Franklin D. Roosevelt.

"The surplus commodities plan puts dollars in farmers' pockets, milk and food in babies' tummies."—LaGuardia.



On sale in better stores everywhere.



**larger
women
become**

*Fashion Figures
in a Rite-Form*

Sizes 36-56 are smoothed to their
slimmest... bust, waist and hips
blended in one rhythmic line...
with emphasis on youthfulness!

A post card to Rite-Form 635 Sixth Ave., N.Y.C.
will bring you a copy of
"Figures!—Faulty or Fashionable—WHICH?"

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

**A Special Shave Cream—It
Needs No Brush—Not Greasy!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

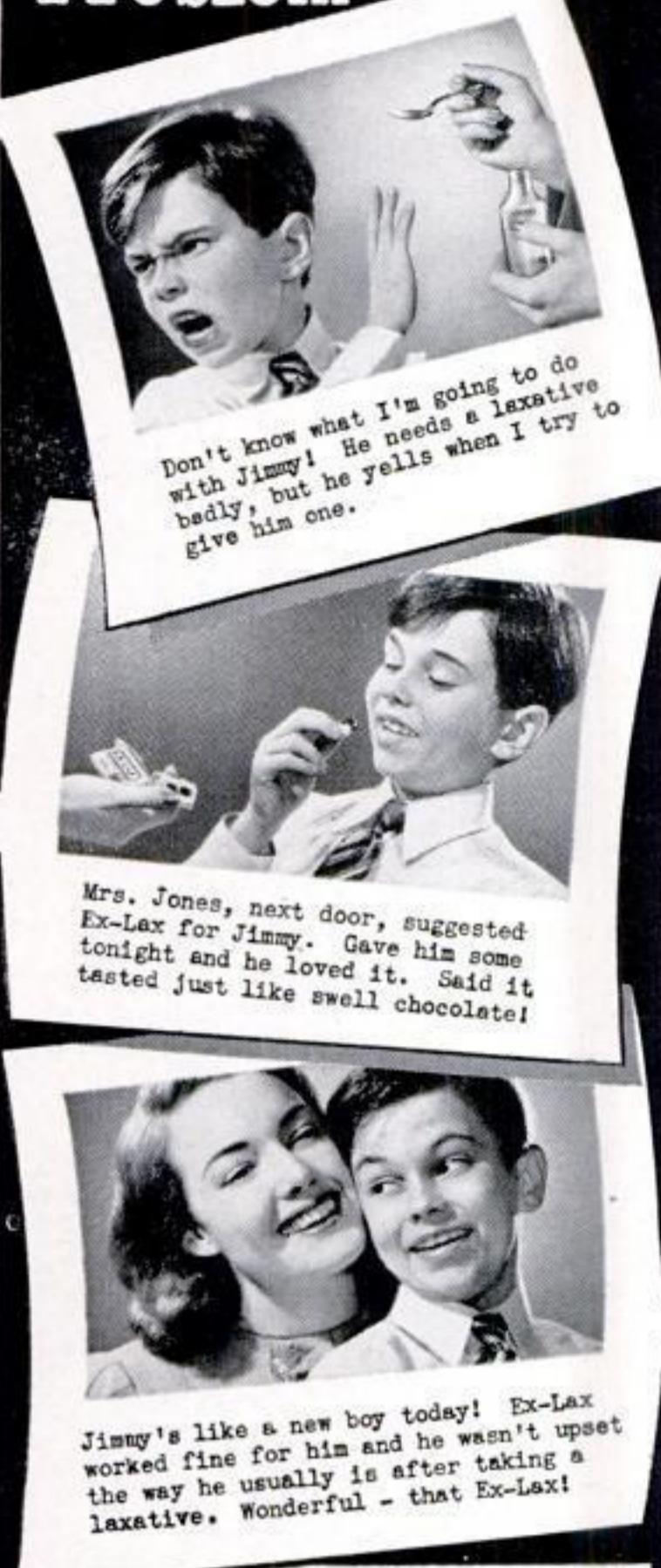
To meet this condition, Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. Without the usual soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

Free—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-21, Glastonbury, Conn. Offer good in U. S. A. and Canada only.

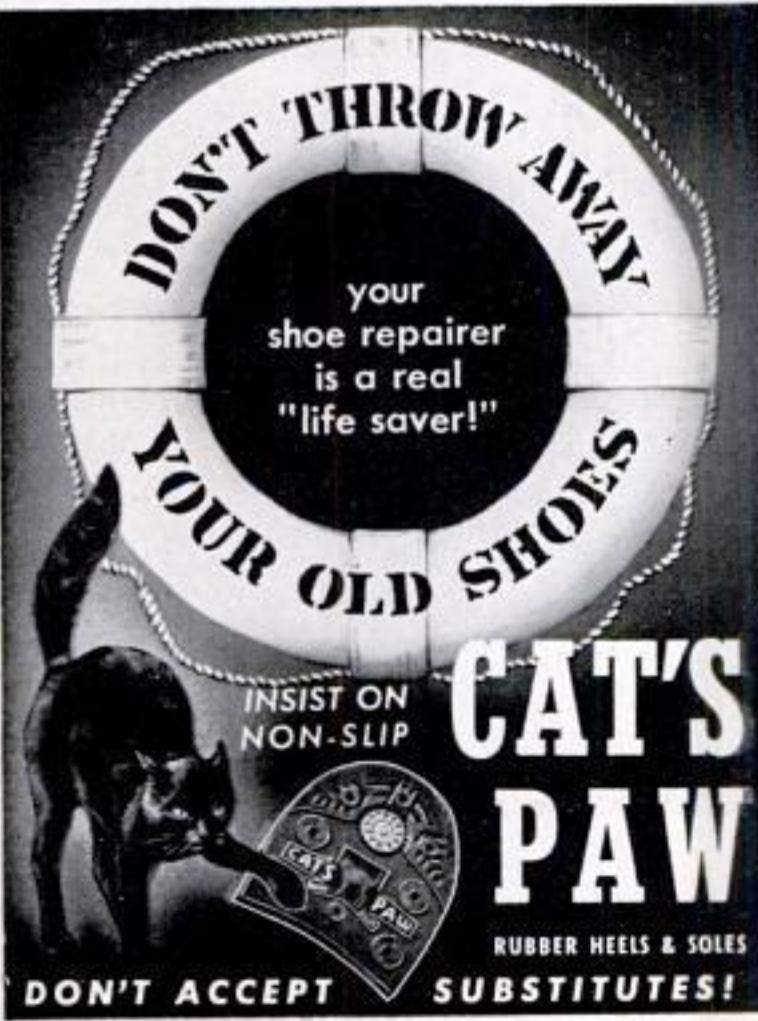


Mrs. B--- Solves a Tough Problem



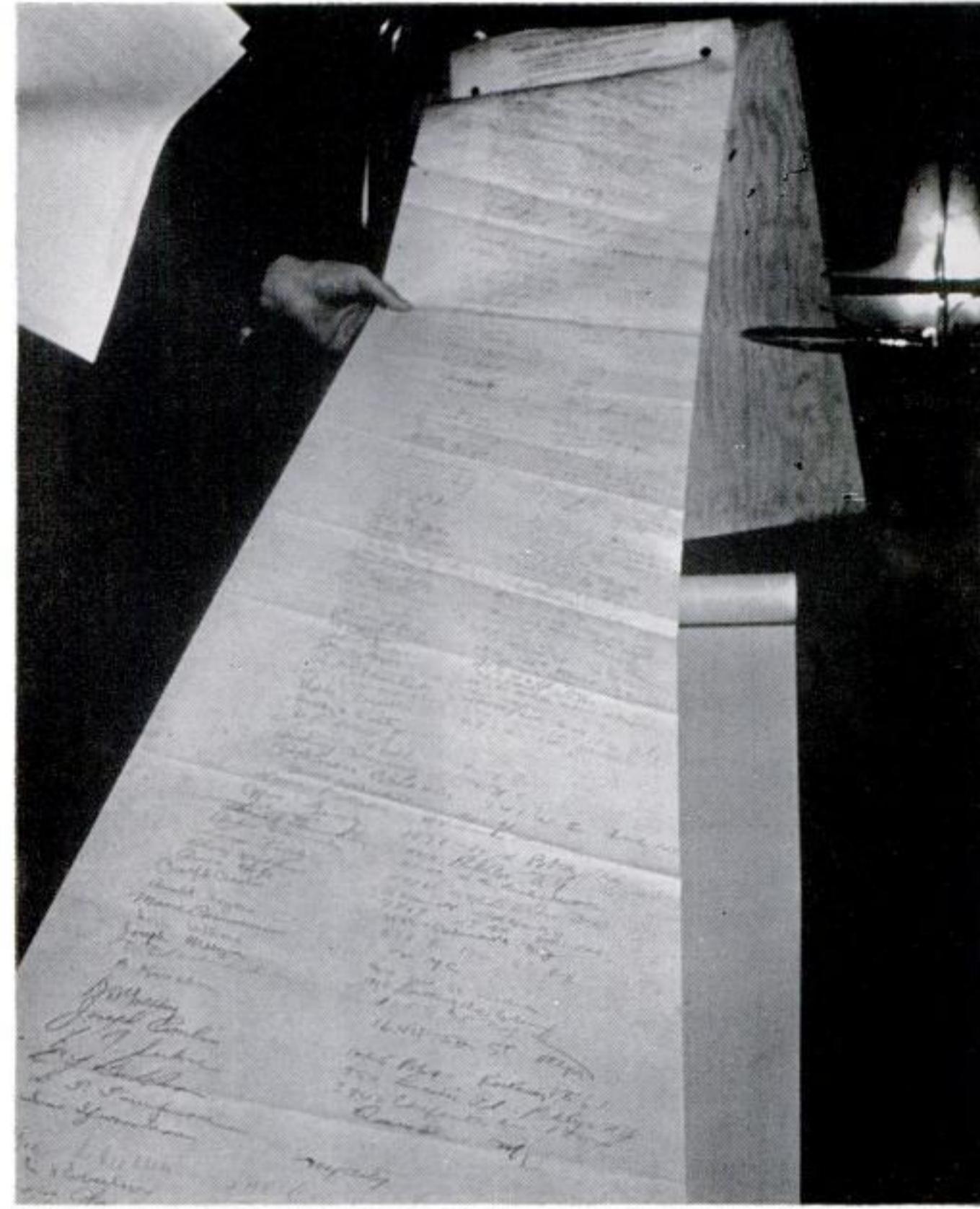
The action of Ex-Lax is thorough, yet gentle! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



100,000 SIGN STAMFORD PETITION FOR ROOSEVELT-WILLKIE DEBATE

Wendell Willkie's challenge to debate got a cold shoulder from the President, but the citizens of Stamford, Conn. were still unwilling to take "No" for an answer. Last fortnight six of them headed by John H. Barton formed a Citizens' Committee which traveled in cars circulating petitions on 36-ft. rolls of paper. In two weeks the fast-spreading idea had produced from 48 States over 100,000 signatures, soon to be forwarded to the candidates.



Petitions 36 ft. long are filled in by citizens who gather about cars. The originators were three Democrats and three Republicans but signers are from G. O. P., 2 to 1.



Three petition cars, manned by volunteers, cover Connecticut and New York City, have filled six large rolls. Heated impromptu debates often start on the sidewalks.



The always-refreshing BACARDI COCKTAIL

It's tart...it's smart...the incomparable Bacardi Cocktail...always correct...and always welcome...at every season... and for every occasion. Be sure to make it correctly:

The Famous Recipe in Rhyme:

A LITTLE SOUR,

(Juice of half a lime)

A LITTLE SWEET,

(1/2 teaspoonful of sugar)

THE TROPIC SUN,

(A jigger of BACARDI RUM)

(White or Silver Label)

WITHOUT THE HEAT!

(Ice and shake well)

When grenadine is used instead of sugar, it's a Bacardi Grenadine Cocktail, and it comes out pink!

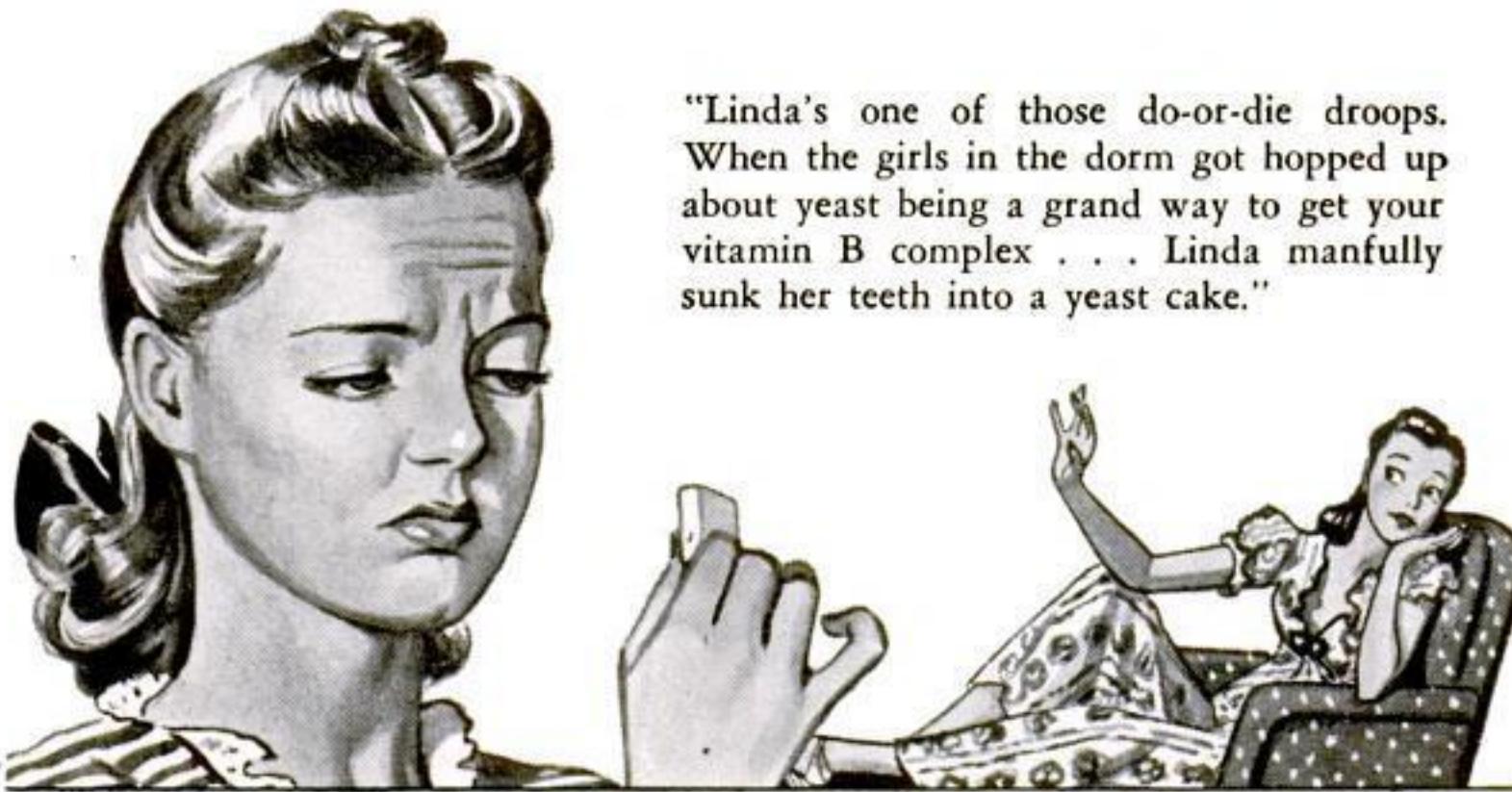
CAUTION: When you order a BACARDI Cocktail remember it MUST be made with BACARDI RUM. (N. Y. Supreme Court, April 28, 1936)

Use BACARDI White Label, from Cuba, world's finest rum . . . or BACARDI Silver Label, Puerto Rico's finest, at a popular price.

RUM 89 PROOF—
Schenley Imp. Corp., N. Y.
Copr. 1940

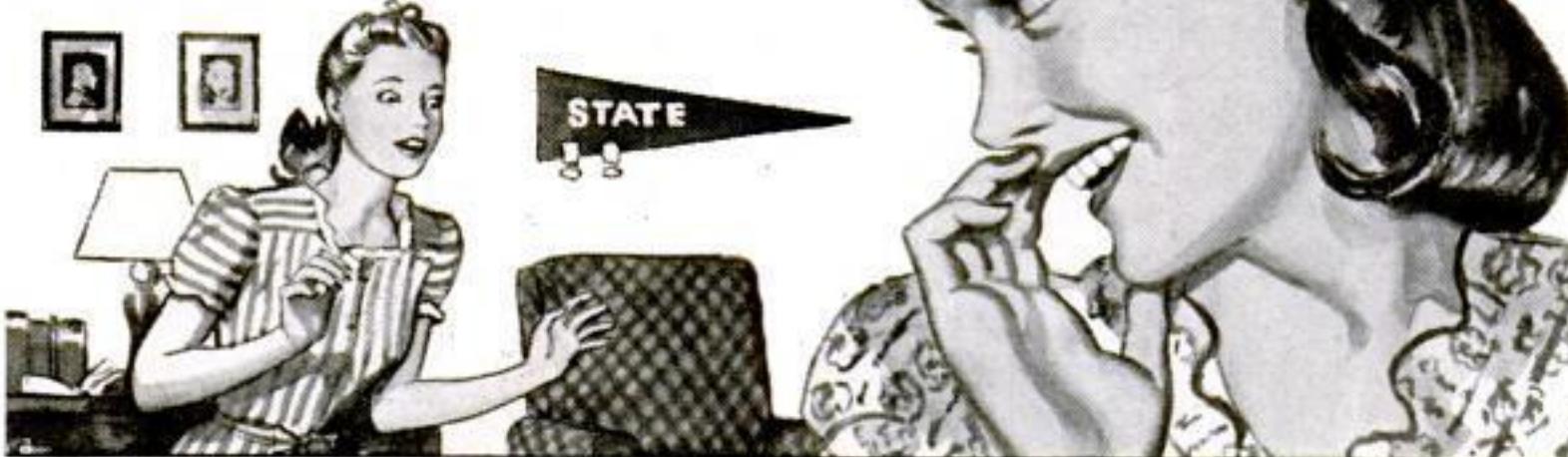
**THERE'S A DIFFERENCE
WORTH KNOWING!**

"Mother never told me!"



"Linda's one of those do-or-die droops. When the girls in the dorm got hopped up about yeast being a grand way to get your vitamin B complex . . . Linda manfully sunk her teeth into a yeast cake."

"Horrors, woman!" I said. "No wonder you look like a martyr . . . eating yeast. Stop riding the horsecars and learn the smooth new way of drinking yeast. Just *mash* one cake of Fleischmann's Yeast in a dry glass with a fork. *Add* 1/4 glass cool milk or plain tomato juice or water. *Stir* till the yeast is completely blended. *Fill* glass with liquid. *Stir* and drink!"



"Is this something to write home about? First time in my life I've found anything good for me so darned agreeable. Two cakes a day, regularly. Nothing to it!"

If you are one of the millions who know what Fleischmann's Yeast can do for you, but never stayed with it long enough to get its full benefit, you'll find it easy to take this new pleasant way. Remember, for daily use, Fleischmann's Yeast is one of the richest of all common foods in the amazing vitamin B complex. Drink it last thing at night . . . first thing in the morning.



Fleischmann's Fresh Yeast

DRINK IT...TO YOUR HEALTH!

Copyright, 1940
Standard Brands Incorporated

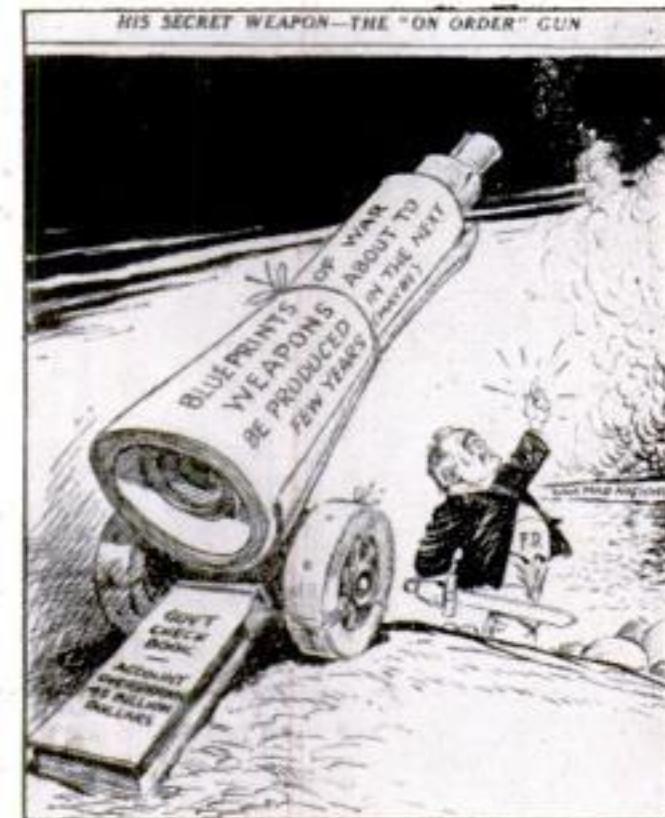
NATION'S CARTOONISTS TEAR INTO

With pens sharpened to the point of bayonets, the nation's political cartoonists are waging war on the Presidential battlefield. Shown here is a recent sampling of their strongest stabs.

The Willkie side belabors Roosevelt for trying to hide domestic failures with forensics on foreign affairs, for the Third Term, for son Elliott's Army captaincy. Roosevelt's rooters, vastly outnumbered in the



JOHNSTONE IN N. Y. WORLD-TELEGRAM



CAREY ORR IN THE CHICAGO TRIBUNE



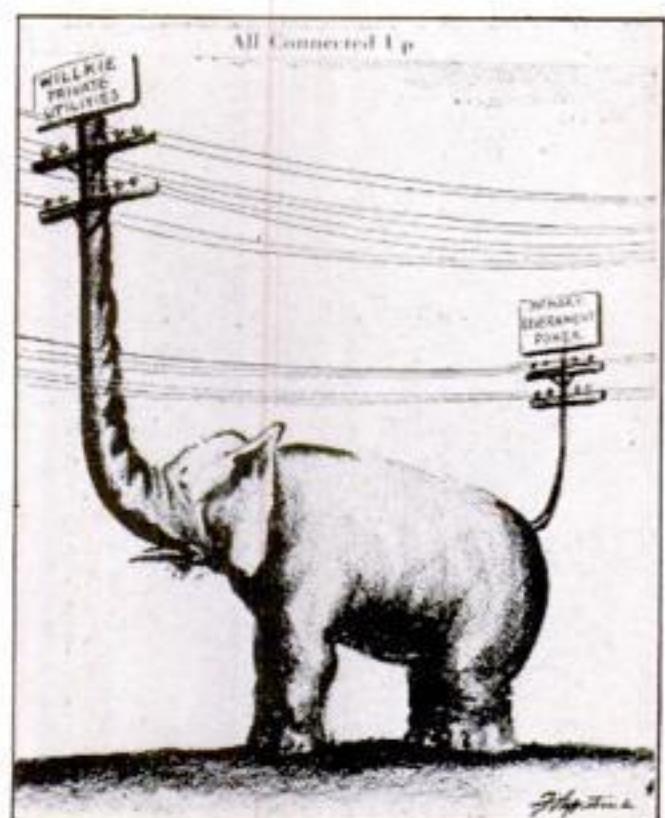
CARLISLE IN STAR JOURNAL (MINN.)



RUBE GOLDBERG IN NEW YORK SUN



ENRIGHT IN SEATTLE DAILY TIMES



FITZPATRICK IN PM (NEW YORK)



CHARLES ADDAMS IN THE NEW YORKER



ROLLIN KIRBY IN NEW YORK POST

BOTH CANDIDATES TOOTH AND CLAW

press, paint Willkie as a dollar-eating "Trojan Horse" who serves as a front for "Morgan Minute Men." Both sides, however, agree long enough to flag egg-throwing guttersnipes and those who claim that "a vote for Willkie is a vote for Hitler."

One notable new symbol is the crown for Roosevelt; one notable lack is cartoonists' failure to evolve a satisfactory cartoon face for Willkie.



HUTTON IN PHILADELPHIA INQUIRER



ROLLIN KIRBY IN NEW YORK POST



CAREY ORR IN THE CHICAGO TRIBUNE



MESSNER IN ROCHESTER TIMES-UNION



FITZPATRICK IN POST-DISPATCH



JOHNSTONE IN N.Y. WORLD-TELEGRAM



CARLISLE IN SEATTLE DAILY TIMES



JOHNSTONE IN N.Y. WORLD-TELEGRAM

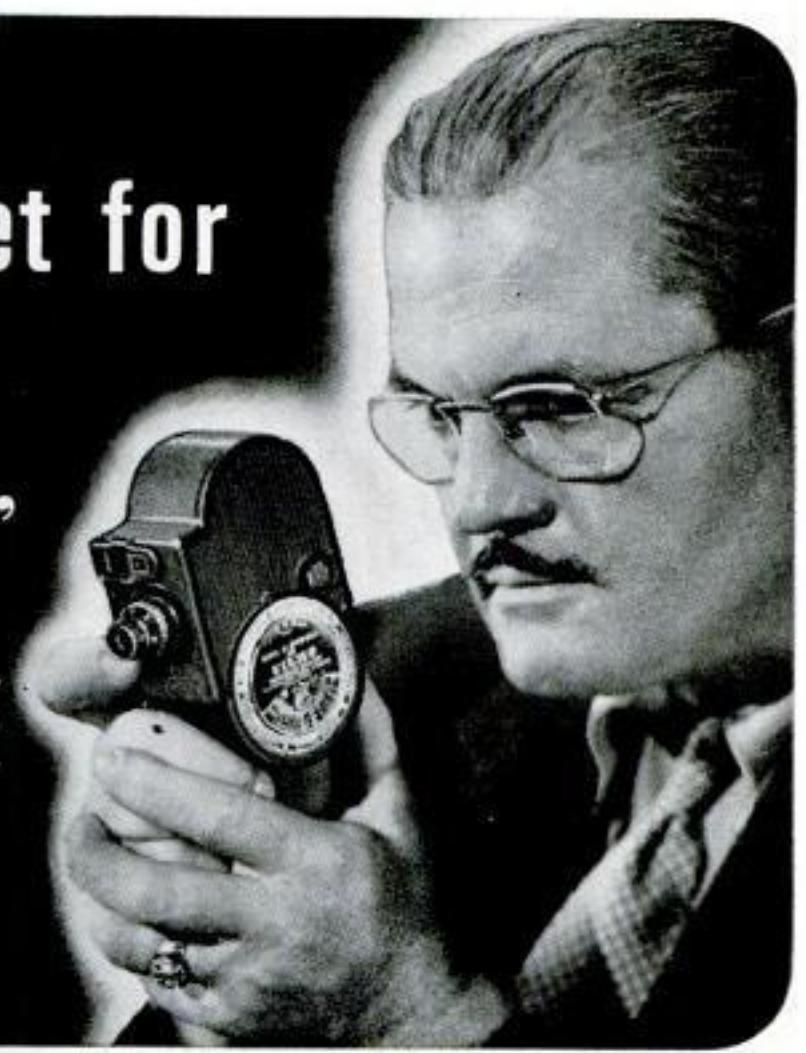
CONTINUED ON NEXT PAGE

Home Movie Hints by Hollywood Aces . . .

"Here's my secret for getting fine Home Movies."

says
Daniel B. Clark

DAN CLARK,
EXECUTIVE DIRECTOR OF PHOTOGRAPHY,
20th CENTURY FOX



"DEPEND ON A FINE CAMERA—NOT GOOD LUCK—if you want home movies you'll be proud of years hence. My choice in personal movie cameras is the palm-size Filmo 8. It's built by Bell & Howell, who make our precision studio equipment, so I know it's built *right*. And the Filmo 8 is so handy to carry and so easy to use.



"FILM DROPS INTO PLACE without threading sprockets. Then press the button, and *what you see, you get* . . . in black-and-white or full, natural color, even in slow motion. You can shoot to your heart's content, because newsreel-length scenes cost no more than still snapshots. And you won't outgrow this camera, for it has the advanced features that you'll surely want later.



"NOW YOU'VE GOT SOMETHING—Filmo movies shown with a Filmo Projector are clear, brilliant, and flickerless and can be shown up to 6 feet wide. Remember—a fine film can be spoiled by a poor projector. There's no need to take that chance."

Fully gear driven—no belts.

PRECISION-MADE BY

Bell & Howell

Filmo
Palm-size 8 mm. camera for making movies at snapshot cost, and full-color movies, too, only \$49.50. As little as \$10 down. For those who prefer 16 mm. film, there's the new Filmo Auto Load, priced from \$115.

MAIL COUPON

BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.
Send me all details about () Filmo 8 mm. Cameras; () new Filmo Auto Load 16 mm. Cameras.

Name.....

Address.....

City..... State.....

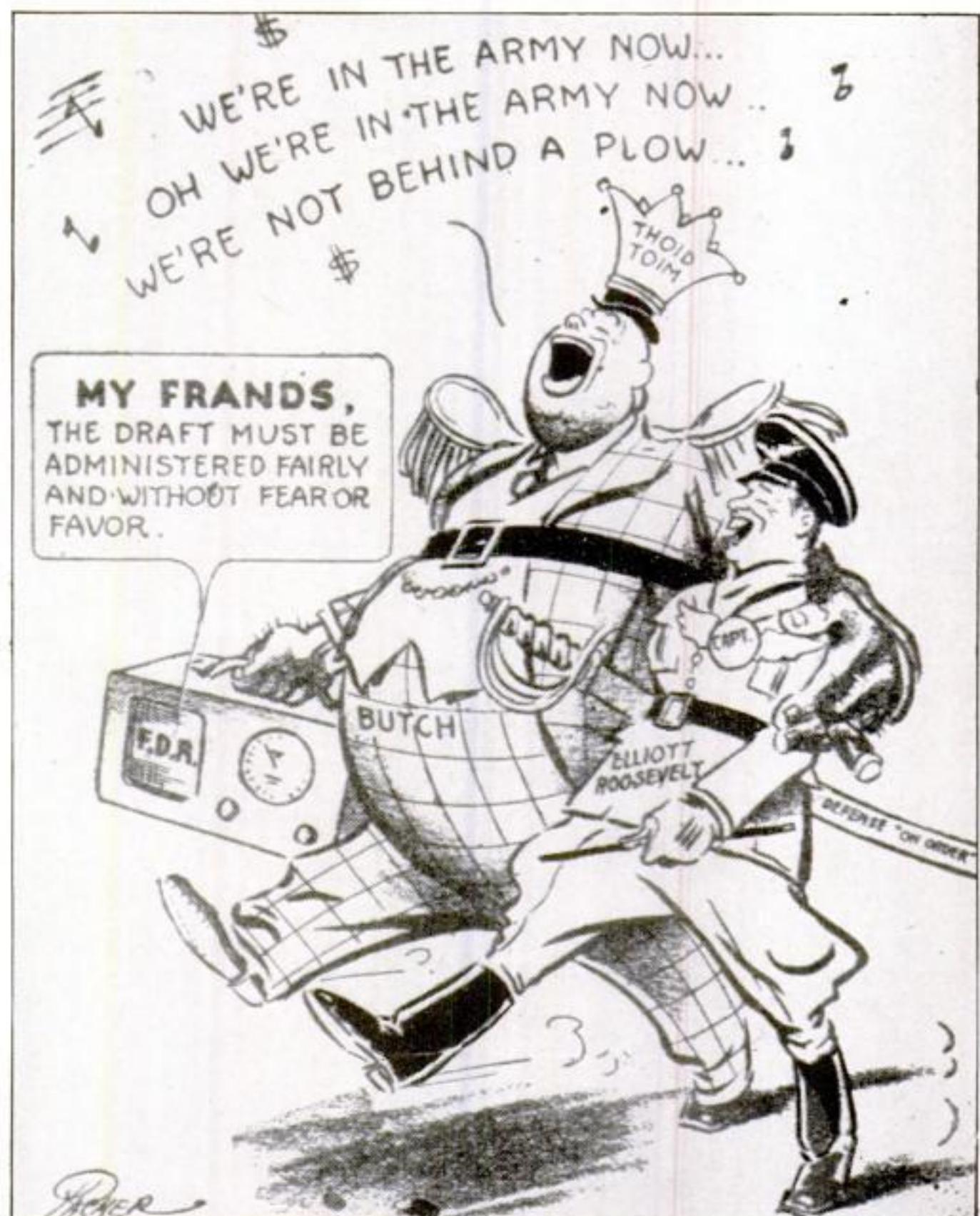
Campaign Cartoons (continued)

THE "TOID TOIM" IS TWITTERED BY PACKER

Bitterest cartoons of this election are these of Frederick Lewis Packer, which have appeared almost daily since Oct. 1 in the New York *Daily Mirror*. Packer likens the Administration to a paunchy political boss who wears a "Toid Toim" crown over a derby and a sword "on order," sports epaulets signifying warlike intentions and carries a radio to hear the latest White House dicta.



PACKER THINKS F. D. R. IS DISPENSABLE AND THAT HE PLAYS POLITICS



ELLIOTT'S ARMY COMMISSION WAS A ROOSEVELT INCONSISTENCY TO RACKER

HE KNOWS
that Old Brakes
get feeble, too

Older cars need better brakes for safety in today's faster going, faster stopping traffic. Raybestos advanced lining materials actually improve the *original* brake performance of older cars. You will have greater ease of control, too, when your brakes are relined with Raybestos.

Free — For safety's sake, have a Raybestos Brake Service man pull a wheel every 2,500 miles and show you the actual condition of your brake lining. Takes only a few minutes and costs you nothing.

Raybestos
AMERICA'S BIGGEST SELLING
Brake Lining
"YOUR 2 BEST FRIENDS for HIGHWAY SAFETY"
BRAKE LINING, CLUTCH FACINGS, FAN BELTS, HOSE • FOR CARS, TRUCKS, BUSES

Proud
OF HIS HAIR! TREATS IT
THIS MEDICINAL WAY.
DO YOU?

When you treat your scalp with Glover's Mange Medicine and massage, you stir up circulation and give it the kind of MEDICINAL help that's mighty good for it. How good it is, is proved by its effectiveness in helping check excessive Falling Hair, Dandruff and Itching Scalp. Ask your Barber—he KNOWS! Shampoo with Glover's Medicated Soap for best results. Get both at your Druggist's today!

GLOVER'S
MANGE MEDICINE

Taylor-Made
SHOES FOR MEN

PROOF THAT CUSTOM CHARACTER NEED NOT BE EXPENSIVE

\$5.00 TO \$7.50

WAKE UP YOUR
LIVER BILE—
WITHOUT CALOMEL

—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go

The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk.

It takes those good, old Carter's Little Liver Pills to get these 2 pints of bile flowing freely to make you feel "up and up." Get a package today. Take as directed. Amazing in making bile flow freely. Ask for Carter's Little Liver Pills, 10¢ and 25¢.

WHO SAID GOOD BLADES
HAVE TO BE
HIGH-PRICED?

Marlin
HIGH-SPEED
BLADES

Single Edge
15 for 25¢

20 FOR 25¢

GUARANTEED BY
THE MARLIN FIREARMS CO.
NEW HAVEN, CONN.

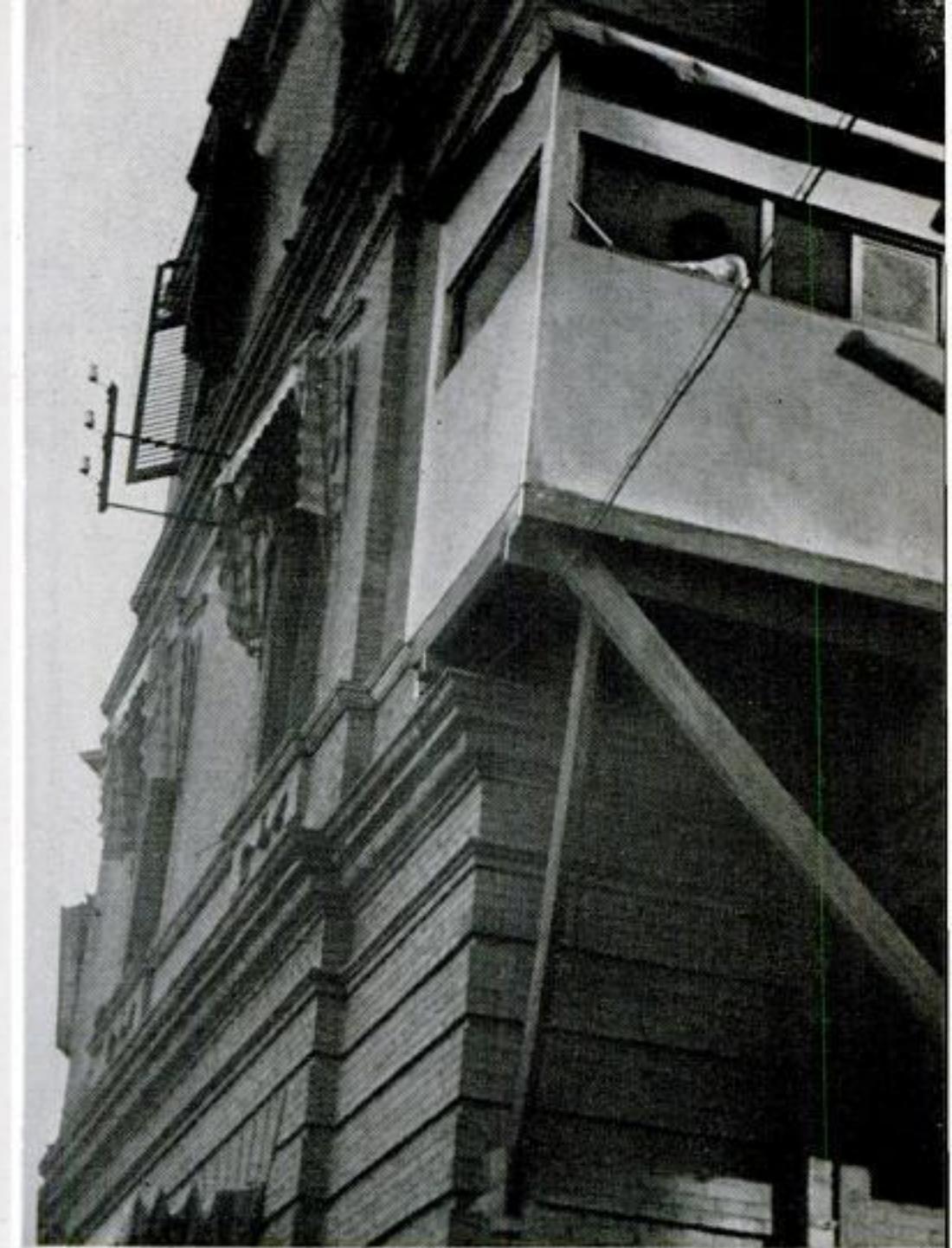
FREE: WEEK'S SUPPLY - SINGLE OR DOUBLE EDGE - WRITE TODAY!



Armored car and newly completed blockhouse guard Shanghai's threatened "newspaper row" day and night.



Tough little French Annamite soldiers patrol the barbed wire barricades on King Edward VII Street.



Like a corner tower of Sing Sing prison is this hastily constructed crow's-nest protecting an American news room.

Where U. S. newsmen block the road of Japanese ambition

DEATH BREATHES CLOSE BEHIND many a newsmen today . . . but nowhere closer and hotter than along "newspaper row" in Shanghai.

Before every entrance of the old and respected Shanghai Evening Post & Mercury—American-owned and just across the street from the International Settlement—stand armored cars, pillboxes, barbed wire barricades, and guards with drawn guns.

► For the terrorists who serve either the Japanese or their Chinese puppet, Wang Ching-wei, have bombed the Post plant five times, slaughtered guards, wounded pressmen, and last July murdered Samuel H. Chang, director of the Post and of its Chinese edition, the Ta Mei Wan Pao.

Cornelius V. Starr, owner, and Randall Gould, editor, have been ordered out of the country by the puppet regime. Neither paid any attention. Gould is still at his post; Starr stayed four months, came home when he got ready, plans to return soon.

They are not alone: four other Americans and one Briton similarly threatened have dug in their toes, strapped on guns, and called the Japanese bluff.

► Why are the invaders of China trying to drive U. S. newsmen out of the country?

Because these resolute Americans, controlling vital news outlets from the unique and unmanageable city-state of Shanghai, stand square in the road of Japanese conquest. For Japan must control the mind and morale of its subject peoples, must direct world-thinking the Japanese way, if it is ever to realize the dream of a "Greater East Asia"—domination of China, India, the Indo-Chinese peninsula, and all the East Indies including the Philippines.

Now that Japan and her allies in Europe have formally threatened war on the U. S., if any resistance is made to such aggressive plans, it is time for the American news-reader to study as never before the dispatches of his courageous correspondents in the Far East.



Randall Gould, editor of the Shanghai Evening Post & Mercury, defies a puppet dictator.

Our typical attitude toward China since the Japanese invasion has been the usual friendly American sympathy for the underdog. But now our interest in China goes much further than this. Now the top dog is snarling at us, and every intelligent news-reader knows what a tight spot we shall be in if the underdog relaxes his grip.

► Most Americans are glad to find that our interests coincide with those of the Chinese people. We have grown to like them, their peaceful and philosophic way of looking at life, their tenacity and courage in misfortune, the beautiful things they make, and the humorous things they say.

Perhaps we don't realize that the Chinese, in their turn, have grown to like us. They are grateful for the medical knowledge that has routed some of their worst diseases, for the industrial technics that have helped them put up such a good fight. Many of them are grateful for the Christian religion. They remember how we backed up their dream of building a new, strong China. And they are glad to get the things we have to sell. Contrary to popular opinion, they like the Standard Oil Co. which brings them the blessings of kerosene . . . and they find a thousand uses for the cans it comes in.

The old notion that "You can't understand the Oriental mind" is being dispelled by able writers and journalists of both races. Lin Yutang and Mme.

Chiang Kai-shek show us China from the inside—John Gunther and Carl Crow from the outside. J. B. Powell continues to give us his important journal of opinion, the China Weekly Review, though he is on Wang's blacklist and has to have a bodyguard.

And just as important as the books and magazines are the day-by-day cables . . . from men like A. T. Steele of the Chicago Daily News, the N. Y. Times's Hallett Abend, and F. Tillman Durdin, and TIME's own T. H. White, who is now on the hot spot in Indo-China.

► Sometimes readers ask why TIME devotes so much space to the Orient. It is because TIME has always believed that the day would come when an understanding of that area with its billion people, half the population of the earth, might be of the utmost importance to America.

How the good will of these people can be channelled and become a force in world strategy is a profound challenge. But on such intangibles world history has turned and tyrannies have fallen.

► This is why TIME, and its sister publications, FORTUNE and LIFE, have gathered and used such a storehouse of information on China, Japan, and the Philippines . . . and why TIME's week-by-week analyses of the Far Eastern situation seem to more thoughtful news-readers essential equipment for the decisions we face across the Pacific.

In these days of crisis, the free press is more than ever a vital force in making our democracy a living, working success. Therefore, TIME is seeking, in this series of advertisements, to give all the readers of LIFE a clearer picture of what the press in general, and TIME in particular, is doing to keep the people of this nation safe, strong, free, and united.



TIME

-- THE WEEKLY NEWSMAGAZINE

What will \$500⁰⁰ buy that you don't find here

IN TONE? . . IN PERFORMANCE? . . IN BEAUTY?



"Magic Baton" Tone Mastery! Here is mastery of tone balance once offered only at far higher price . . . a new development that lets you control bass and treble independently, balancing tone as you wish at any volume! A new speaker development, too, assures sparkling tone thru the entire range. And greater reserve power gives you every sound crystal-clear at a whisper or full symphony volume!



"Silk Glove" Record Handling! Enjoy favorite music on records, programmed as you wish and played automatically. With "silk glove" care, the new and improved mechanism of the Concert Grand handles cherished records for you . . . plays and changes up to 14 records so deftly that you can forget fears of chipped or broken records, false starts, or damage done by lowering the tone arm onto a bare turntable!



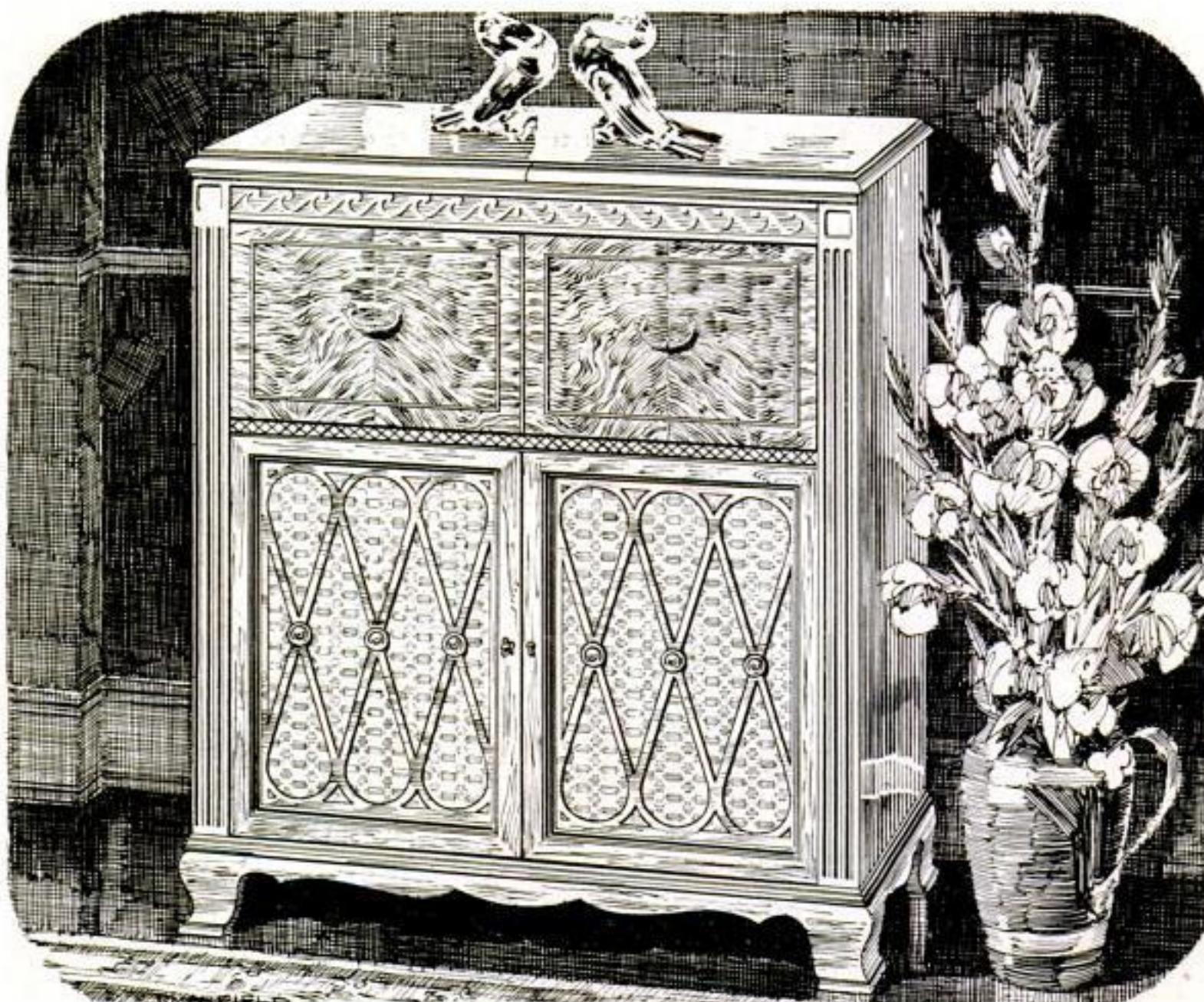
Span the Globe by Radio! Expect the utmost in radio, too, from the Concert Grand! Flip a switch and listen direct to vital world news, or entertainment from far-off lands. Tune automatically to favorite stations with the Magic Keyboard's split-hair accuracy. Know the perfection of radio built on almost a generation of experience—and prove for yourself that a quality radio can be reasonably priced!



Superb Period Design! Here at last is cabinet beauty you'll be proud to own! Designs are authentic—taken from such world-famous masters as Sheraton, Chippendale and Hepplewhite. And all nine hand-crafted Concert Grands offer you the same option of fine woods—mahogany, bleached mahogany and walnut—that you'd get in a custom-built model. Their stunning lines will add charm to any room.

HERE THE FINEST IN ENTERTAINMENT JOINS
Authentic Period Design!

Georgian Model 10A10 Shown, \$225.00 Others From \$99.95**



No FEAR OF OBSOLESCENCE! All Concert Grands are wired for Frequency Modulation and Television Sound attachments . . . so that you may enjoy both these developments with your Concert Grand when FM and Television programs are available.

Concert Grand
BY STEWART WARNER

*Another Stewart-Warner Product—Completing a Full Line of
Fine Radios, Radio-Phonographs and Recorders. *FOB Chicago*

STRANGE SIGHTS OF WAR



This black-shrouded house belongs to Churchill's brain-truster, handsome young Economist Brendan Bracken. Its windows shattered by a bomb, it is hung with canvas to keep out the weather. Bracken now lives with Churchill at No. 10 Downing St.



Bomb fins are sold as souvenirs by children on the southern outskirts of London, who search for craters and incendiary bombs and pick up bomb parts. Passing motorists are asked 2¢ apiece for the fins. These boys have already cleared about \$3.



Freak bomb blast blew off posters on a London theater billboard, revealed the 40-year-old poster showing the buxom form of Mary Arnotis who did a Strong-Woman act at the time of the Boer War, engineered by Neville Chamberlain's father, "Old Joe."

THESE PICTURES ARE FOOTNOTES TO STORY OF BRITISH COURAGE AND HUMOR UNDER FIRE



A glorious boast out of the mouth of Queen Victoria has been printed for use by the stout-hearted. This one was put on the boarded-up window of the wrecked home of Muriel Branby, an elderly retired English actress for whom "defeat does not exist."



Sea gulls are a grim omen of oncoming Nazi bombers. They fly rapidly inland at the first sign of the German planes, are now seen far west and north of London. These are flying in from Dover harbor just as two captive balloons fall down in flames.



Fish are being caught by the barbed wire laid down on England's southeastern coastal beaches against any German invader. The fish swim in at high tide, are hung high and dry on the barbs when the tide goes out. These girls collect and cook them.

CONTINUED ON NEXT PAGE

*Mrs. P. B. Frise
of Minnesota*



YOUR CHARIS CORSETIERE presents a new technique in personal corsetry

Your first experience with the Charis Corsetiere will be an unusual one . . . unusual because she, alone, can offer you the complete, personal satisfaction assured by Charis Home Corsetry.

The Charis Technique does away with difficulties in figure improvement that many women take for granted. Improperly selected models; uncomfortable, carelessly fitted garments are not possible with this superior method—originated and controlled by Charis.

Like Mrs. Frise, who has served her satisfied Charis clientele for ten years, your Charis Corsetiere will provide an indispensable personal service that is not available elsewhere. This *constant service* is included in the moderate price of your garment.

Whether you require firm support, average control or the lightest figure guidance, the Charis Corsetiere will show you an unequalled choice of specially designed models and smart materials. Prices start at \$2.75.

To arrange a visit from your Charis Corsetiere, telephone the Charis Establishment, listed under Charis, or write direct to the address below.

Copyright, 1940, by Charis Corporation, Allentown, Pa.

CHARIS
REG. U. S. PAT. OFF.



CHARIS CORPORATION, ALLENTOWN, PA.

CHARIS LTD., NEW TORONTO, CANADA

(continued)

BRITISH HEROES DE-FUSE A TIME BOMB

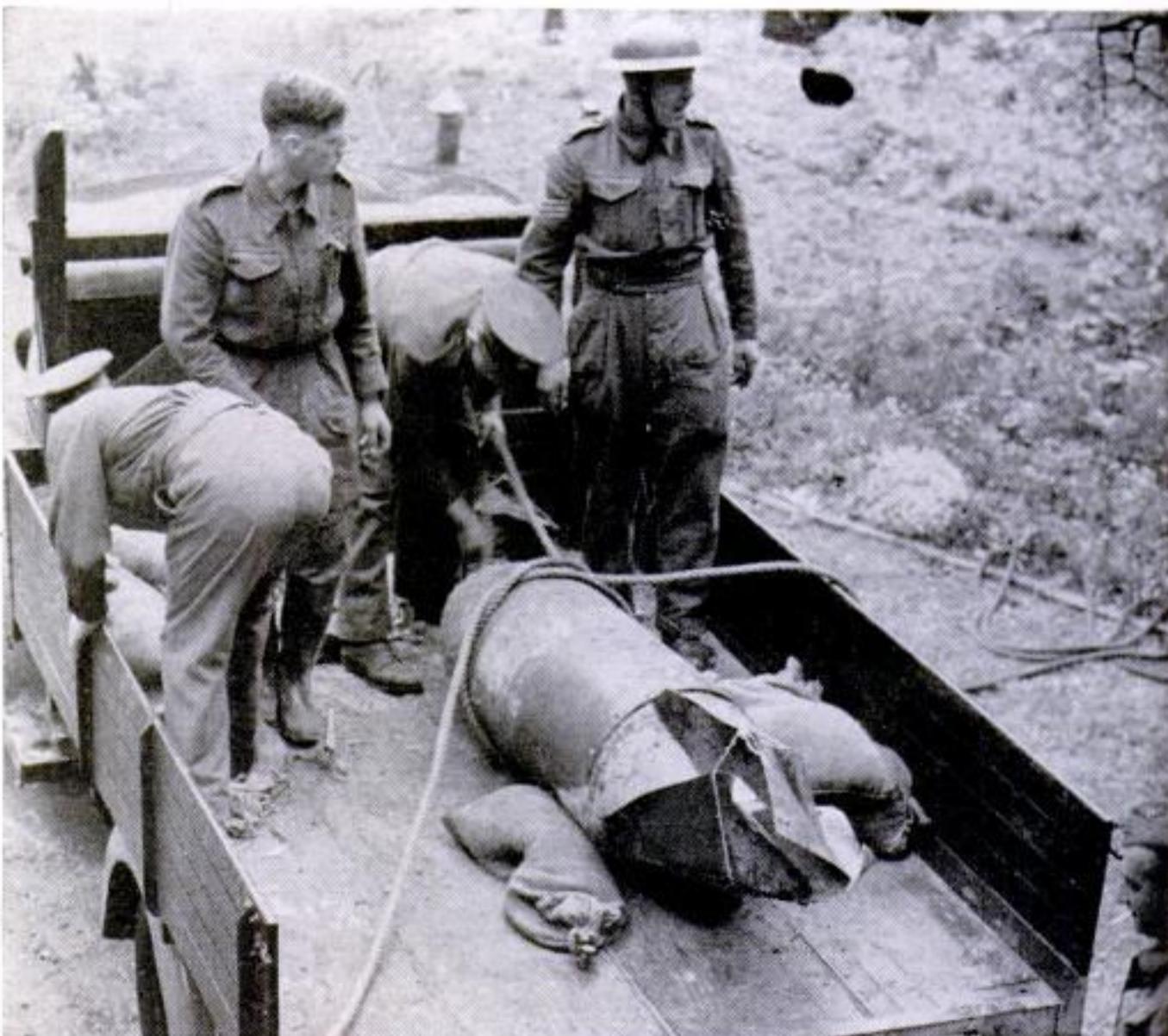
For cold-blooded flirting with death, nothing can match the job of the British Royal Engineers' Bomb Disposal Units. There is no way of telling when a delayed-action bomb will explode. But these men must work calmly, quickly and efficiently to take out the fuse. Shown here is squad of Lieutenant R. Davies, which removed a time bomb from the yard of St. Paul's Cathedral. They are working on another outside North London's German Hospital.



The commander himself, Lieutenant Davies, goes down into the hole to fix a tackle to the 1,200-lb. time bomb. This is fastened to a big tripod standing over the hole.



Removing fuse is done by Davies while men hold bomb in position with ropes. He says he cannot ask men to do anything he will not do himself. Bomb did not explode.



Now harmless, with its fuse out, the time bomb is loaded in a truck to be taken to nearby Hackney Marshes where squad detonates it with ordinary blasting charge.

SOMEONE OUGHT TO TELL HER ABOUT RY-KRISP



Lose ugly fat...win admiration
Try the Ry-Krisp reducing plan

Losing weight can be a thrilling experience when you follow the Ry-Krisp plan. No drastic diet, no exhausting exercise—yet, following this plan, a normal overweight person can lose as much as 7 pounds a month.

Just 3 Rules to Follow

1. Enjoy 2 or 3 Ry-Krisp wafers as bread at each meal. Each delicious whole-grain wafer has only 20 calories yet is a source of energy and supplies bulk to help stimulate natural elimination.

2. Eat sensibly. Using the Ry-Krisp booklet as a guide, you can choose

your own menus, enjoy foods you like while reducing.

3. Exercise moderately...just to help keep skin and muscles firm.

Ry-Krisp is a crisp, pure rye wafer. It contains no sugar or fats. Identify Ry-Krisp by the red-and-white checkerboard package and the name "Ry-Krisp" baked in every wafer. Ask for Ry-Krisp when dining in restaurants, on trains and planes.

FREE REDUCING BOOKLET—Just send penny postal, stating whether booklet is for man or woman. Address Ry-Krisp, 732 A Checkerboard Square, St. Louis, Mo. Offer good only in United States.



Announcing NEW RY-KRISP

This new Ry-Krisp is a flavor-treat no one should miss. It's still made of pure whole rye...but it is now baked a new way to give it a toasted crispness, a light airy texture, a new appetizing flavor that it did not have before. Try it today.



FORTUNE writes of Business as no other magazine can—in the lively realities of plans, policies, problems and people.

WHAT EVERY WOMAN WANTS TO KNOW ABOUT A MAN

That he never
forgets the
occasions
that call for
chrysanthemums

... and always remembers
to choose and use his
whiskey with care

America's Mildest

BOTTLED IN BOND

OLD SCHENLEY

STRAIGHT WHISKEY—100 PROOF—AVAILABLE IN BOTH RYE AND BOURBON



Set of six, full-color flower reprints, suitable for framing, Edition No. 1, without advertising, sent upon receipt of 25¢. Copr. 1940, Schenley Distillers Corp., New York City, Dept. L.



The cross fox was painted in a dramatic pose. Feeding on a pigeon, he raises his head as he sniffs danger in the air. Called cross fox because of the cross marking in its back, this animal is a sport of the common red fox. Audubon bought this model from the proprietor of an animal museum near Niagara Falls.

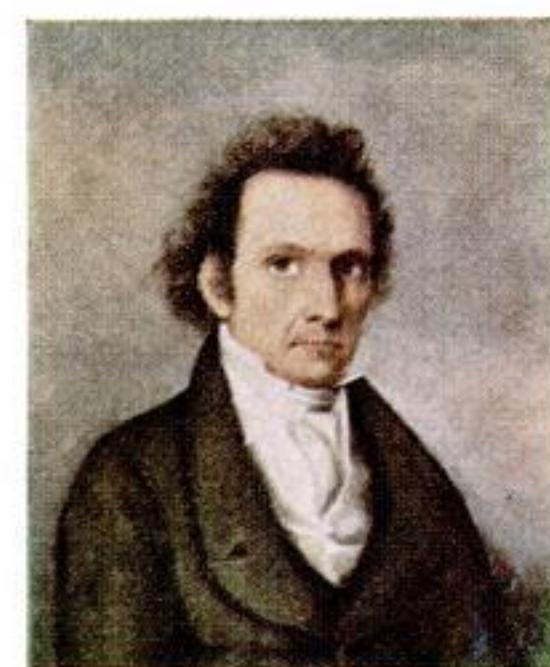


The mink, wrote Audubon, is "next to the ermine . . . the most active and destructive little predator around the farmyard." The Canada lynx (below) "is more retired than our common wild cat, keeping chiefly far from the habitations of even the settlers who first penetrated into the depths of the wilderness."



AUDUBON'S ANIMALS

QUADRUPED PAINTINGS SHOWN IN NEW BOOK



AUDUBON SELF-PORTRAIT

When John James Audubon finished his great *Birds of America*, he was 54 years old and already acknowledged the best of all bird painters. But after a lifetime of work and wandering, he was still restless. He projected another great catalog of wild life and planned to do for American animals what he had done for American birds. In 1839 he began his *Viviparous Quadrupeds of North America*. He finished its 150 plates in seven years.

Audubon's animals are not so well known as his birds. But this month they were re-introduced in a new book, *Audubon's America* (Houghton Mifflin, \$6). On this page are four of the book's plates. Not so consistently good as his bird pictures, Audubon's animals possess the same lively reality which makes all his work so exacting.

Audubon's America, edited by Donald Culross Peattie, also reintroduces Audubon as a writer. To observe the birds he painted, this naturalist traveled from the Atlantic almost to the Rockies, from Florida to Newfoundland. He set down what he saw in his journals and in published books. In Kentucky, Audubon hunted with Daniel Boone. In Illinois he met the men who killed Sam Mason and Micajah Harpe, the notorious outlaws of Cave-in Rock. In Missouri an evil old lady tried to kill him for his gold watch.

Audubon wrote vividly, though his spelling was erratic. In his prose, as in his paintings, there is a feeling of freshness. He was seeing a country in the springtime of its life. "The morning broke," he wrote, "and with it mirth all about us, the cardinals, the Iowa buntings, the meadowlarks clearing the approach of a benevolent sun shining day." Another time he set down: "The mocking birds are so gentle that I followed one along a fence for nearly a mile, keeping only one panel between us the whole of the distance." And he tells of another mocking bird in New Orleans which, every time it heard the watchman mimicked with its whistle the cry of "all's well."



AUDUBON PAINTED FLYING SQUIRRELS GLIDING FROM BRANCH TO BRANCH



Most famous of America's clipper ships
—the "Flying Cloud," in an accurate
scale model, courtesy New York Museum
of Science and Industry.

EARLY AMERICAN

THE FLAVOR OF BALLANTINE'S ALE IS A CENTURY OLD—A CENTURY GREAT

LIFT THE CAP of the Ballantine's bottle—pour a glass. Here's a flavor you'll find in no other beverage.

America has always retained its appreciation of the good taste shown by earlier generations. With its 100th anniversary, Ballantine's Ale is sharing in this appreciation. "America's finest since 1840"

has become America's largest selling ale.

"Early American" is associated with a more leisurely, perhaps a more enjoyable, way of life. Millions are finding more enjoyment in Ballantine's Ale than in any other brew... In bottles and cans (12 oz. and full quart).

Copr., 1940, P. Ballantine & Sons, Newark, N. J.

BALLANTINE'S *America's largest selling* **ALE**



ROSIE WANTS
STYLES-THAT-PLEASE



JOSIE WANTS
STYLES-WITH-EASE

YOU GET BOTH IN

Air Step

THE SHOE WITH THE MAGIC SOLE



JUNE—black suede for richness, elasticized vamp for smooth-hugging fit, in-between heel for style with ease.



FRAN—kidskin assumes new importance in the fashion picture with the soft treatment here. Black shirred kid and elasticized worsted faille.



TRIPOLI—a classic spectator pump with new beauty in fit—elasticized to cling smoothly. Brown suede and alligator print calf.

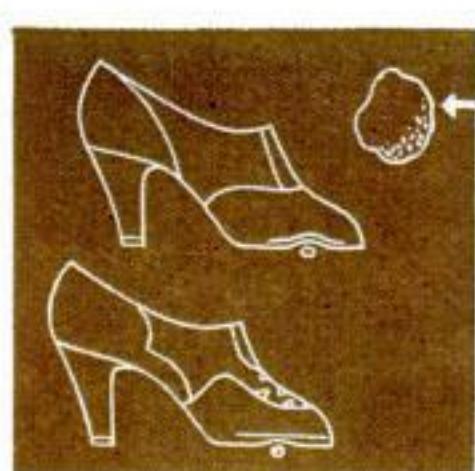


SHARON—newly fashionable and unquestionably comfortable—the open-throated tie. Black suede in the light, feminine manner.



IMP—the darling of the young-minded. Low heel and low-swinging side, in black suede, held firmly high in front with lastex.

*Reg. U. S. Pat. Off.



Step on a pebble in ordinary shoes—it hurts. In Air Steps, an exclusive designed-in Magic Sole absorbs the bumps.

FOR A GOOD MANY YEARS we've been making pretty shoes for pretty feet. But nowadays, those pretty feet—padded only enough for soft ground—need more protection against the bang and jar of city pavements.

We hit on an exclusive way of designing that puts into our light, dainty Air Steps* the cushion missing on feet. You can't see the Magic Sole—but your feet can feel it. Every step, you come down softly. A honeycomb of air cells acts as a shock-absorber—takes the jolt out of walking—the jangle out of nerves—and keeps you "Fresh at Five"—no other shoes have the Magic Sole!

You can recognize your Air Step retailer by the special Air Step display now in his window, or for name of nearby Air Step store, write BROWN SHOE COMPANY, Manufacturers, St. Louis.

\$6⁰⁰
Slightly higher
in the West



JUANITA WITH THE RUMBA BAND SHAKES THE MARACAS LIKE BABY RATTLES

JUANITA RIOS IS NEW STORK CLUB HIT

No, no, no, no, *papacita* is what Juanita Rios sings these nights at New York's Stork Club. In her native Puerto Rico, *papacita* means "little daddy." No, no, no, no, means roughly "yes."

To capitalize on the current craze for Latin American music, nearly every swank night club in New York has installed a rumba band to play alternately with the "straight" musicians. Such bands usually feature a pretty girl like Juanita to shake the maracas and croon enticingly. Juanita's particular gifts are her fiery beauty and her trick of rolling her R's like a cat purring when she sings. Admitting her feline temper, she says amiably, "When I get mad at a man I will just kill him."

Juanita was born in Puerto Rico. In New York she went to Public School 81. When she finishes work at the glittering Stork Club she goes home to New York's crowded Puerto Rican quarter.



AT HOME JUANITA LIMBERS UP WHILE DOMINGO, 8, TAKES THE MARACAS

CONTINUED ON NEXT PAGE

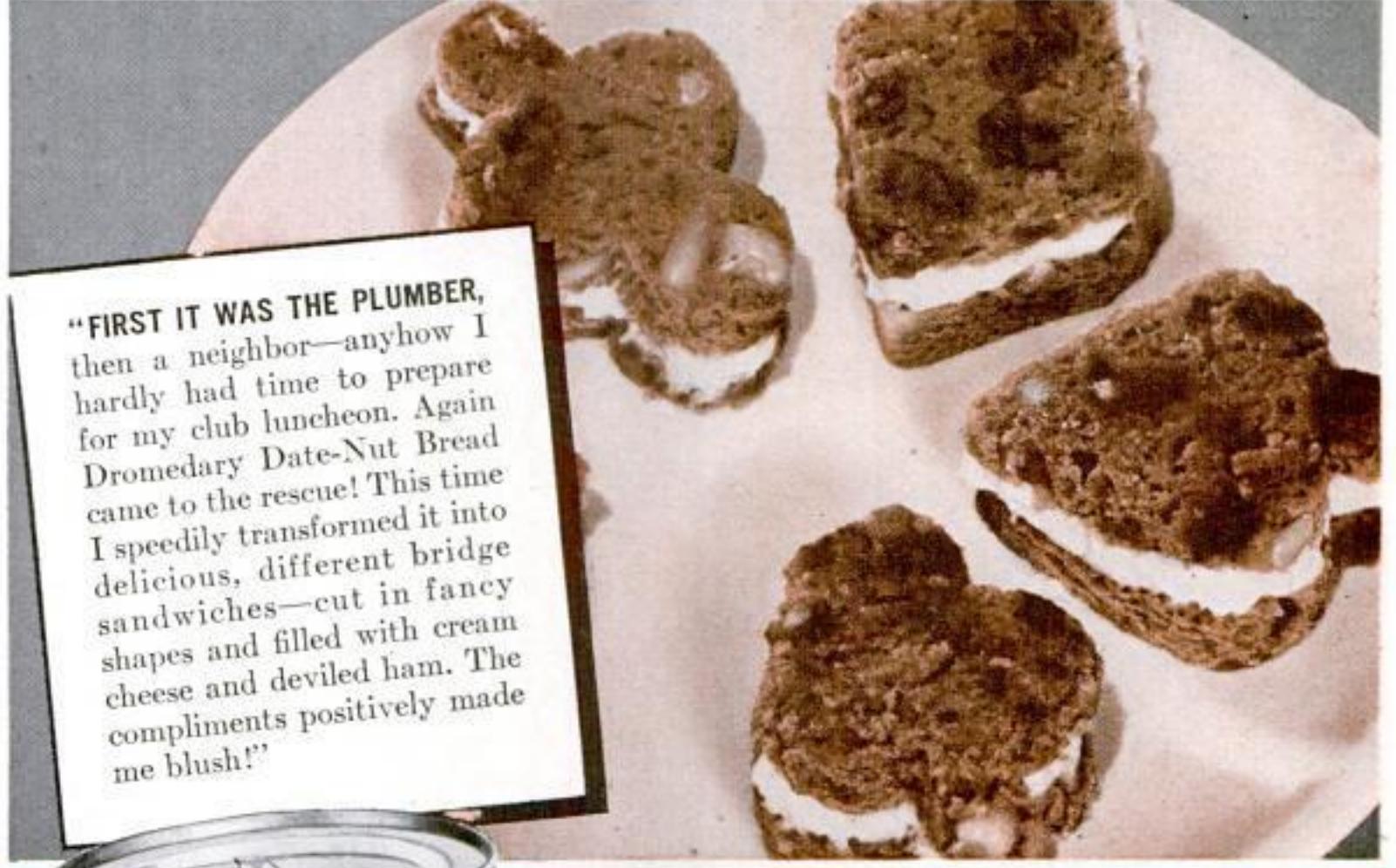
This Letter Won 3 Pairs of Cannon Nylon Hosiery for Mrs. King



WRITE us yourself! We'll be happy to give 3 pairs of beautiful Cannon Nylon Hosiery in the season's smartest shade, for every letter we receive and can use. Just tell us your favorite way of serving delicious Dromedary Date-Nut Bread, or about some interesting occasion when it saved the day—or the meal—for you! Address your letter to The Hills Bros. Co., P. O. Box 12A, Trinity Station, New York City, send us the wrapper from one can of Dromedary Date-Nut Bread, and be sure to tell us your hosiery size. This offer expires Nov. 15, 1940.



"ONE DAY THE CHILDREN unexpectedly brought some hungry playmates home after school. I was stumped, until I remembered what a wholesome between-meal snack Dromedary Date-Nut Bread is, chock-full of meaty California walnuts and nourishing Dromedary Pasteurized Dates. So I just served it with butter, jelly, and glasses of milk—and the children are still raving about my grand party!"



"FIRST IT WAS THE PLUMBER, then a neighbor—anyhow I hardly had time to prepare for my club luncheon. Again Dromedary Date-Nut Bread came to the rescue! This time I speedily transformed it into delicious, different bridge sandwiches—cut in fancy shapes and filled with cream cheese and deviled ham. The compliments positively made me blush!"



BE SURE TO TRY DROMEDARY DATE-NUT BREAD. If your grocer cannot supply you, send his name and address and 15¢ for a trial can. Double your money back if not delighted.

IMPORTANT. In making Dromedary Date-Nut Bread we use only our own Dromedary Pasteurized Dates. When buying dates, insist on *pasteurized* dates, just as you do *pasteurized* milk. Pasteurization insures purity and safeguards your health. Only Dromedary Dates give you this protection. The Hills Bros. Co., P. O. Box 12A, Trinity Station, New York City.

OLD MR. BOSTON SAYS:

MY GIN ALONE IS MADE WITH '17 FLAVORS IN ONE'

that's why it brings you a superb flavor and bouquet all its own!



1. AMAZING HOW SOME MEN ASSUME all gins are alike! True, one gin may look just like another. But when you let your taste do the telling—that's when the truth comes out! For my gin has a distinctive, delicious flavor that sets it apart from all others.

2. "17 FLAVORS IN ONE"—that's the secret of my gin's superiority! From the 4 corners of the world I import mace, lovage root, coriander, and 14 other rare flavors—blend them all carefully to give Old Mr. Boston Gin its matchless flavor and bouquet.



3. IF YOU'D LIKE YOUR NEXT DRINK to reveal a new smoothness—a balanced perfection of flavor you've never quite achieved before—make it with Old Mr. Boston Gin. At your first sip you'll discover the reason I make my gin with "17 flavors in one!"



OLD MR. BOSTON DRY GIN

P. S. More taste enjoyment—Try a tall, refreshing Sloe Gin Fizz made with Old Mr. Boston Sloe Gin—America's largest seller! 70 Proof.

Distilled from 100% Grain Neutral Spirits — 90 Proof (85 Proof in some states) Ben-Burk, Inc., Boston, Mass.

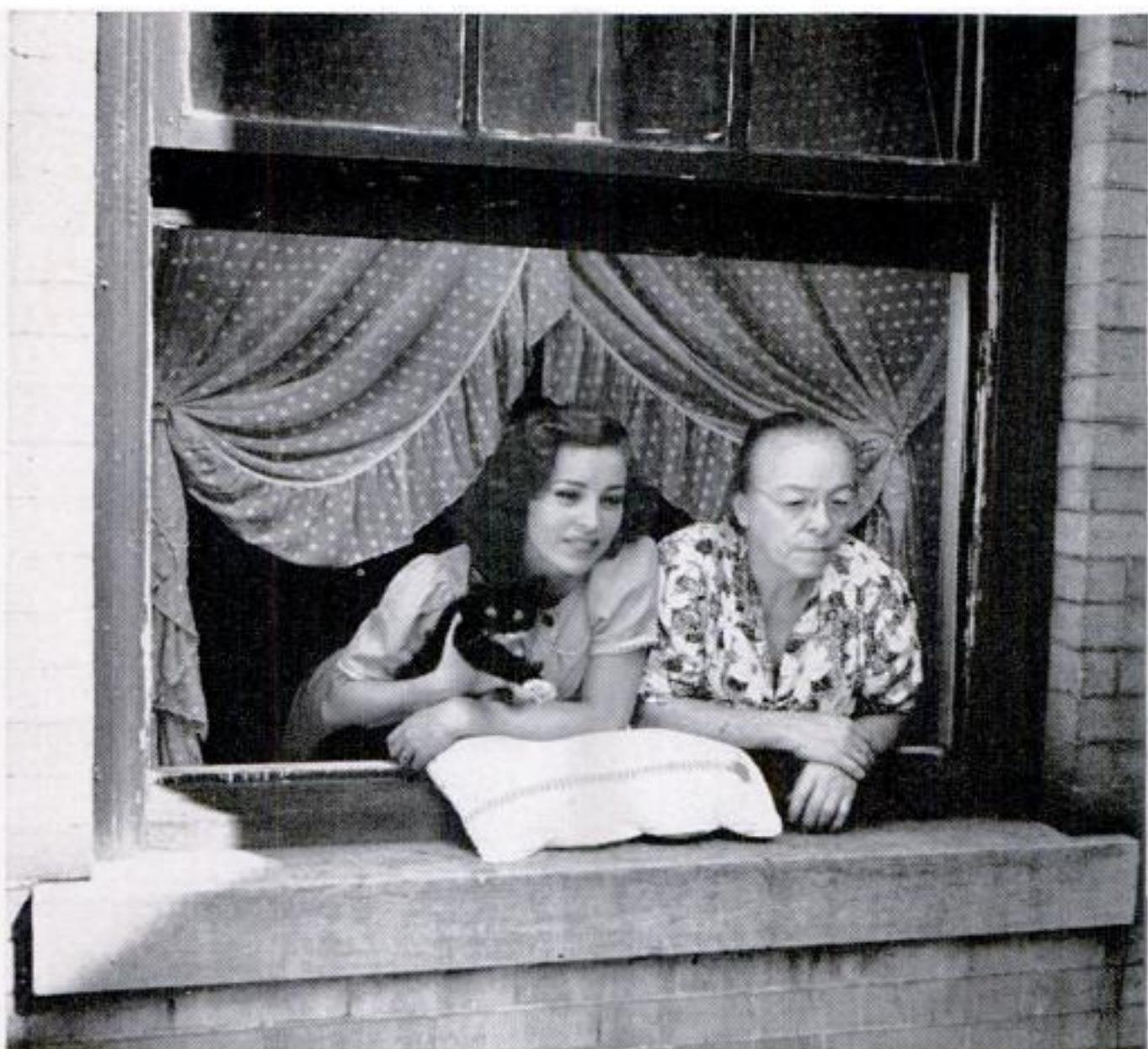
Stork Club Girl (continued)



Her mother mends conga costume for Juanita. Mrs. Rios moved from Puerto Rico to New York with five daughters, became a dressmaker. Juanita, 23, is youngest.



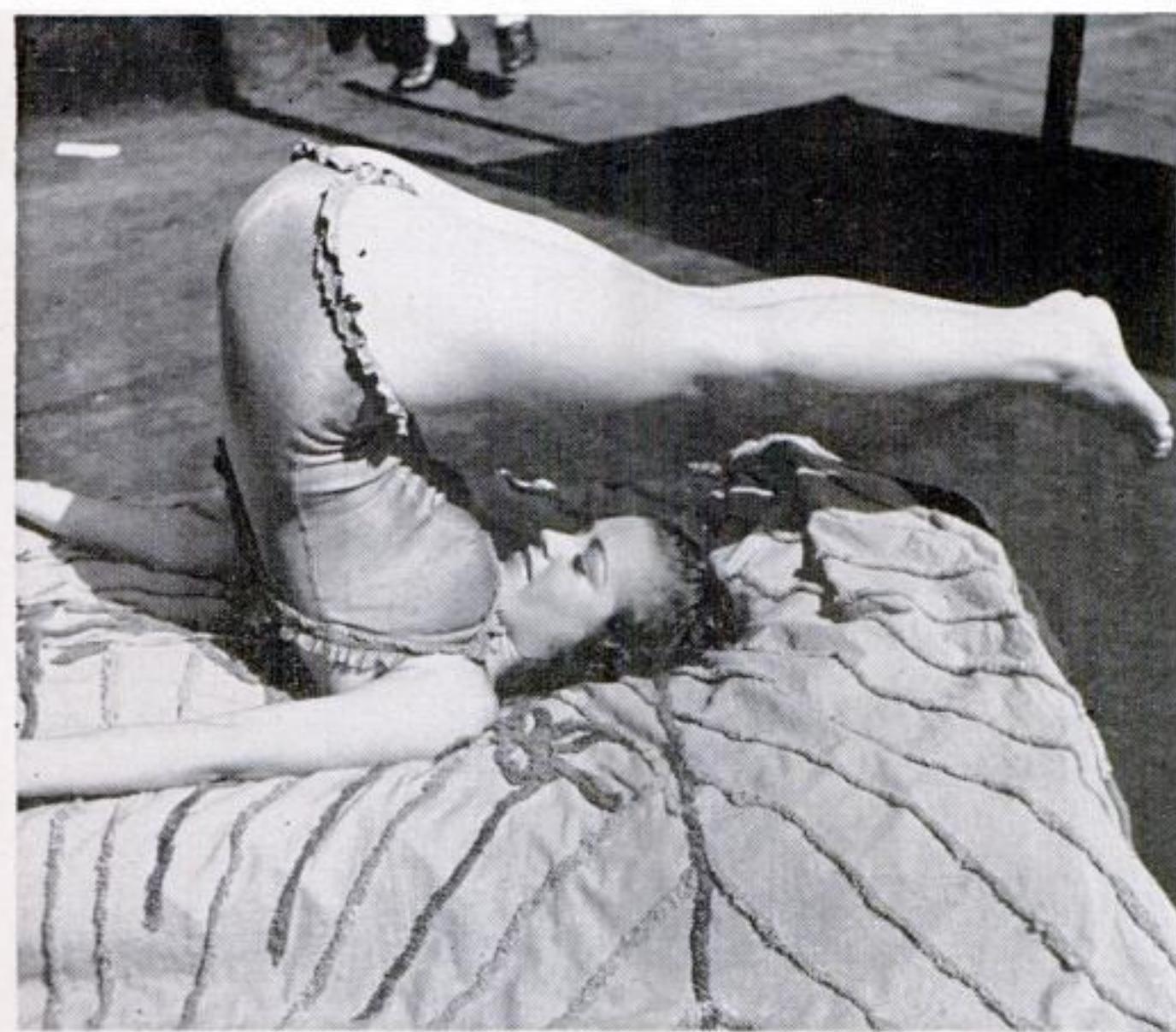
Juanita congas at home in a feather affair made by her sister. Juanita hopes that her dancing and singing will help to fulfill her dream of becoming a star in the movies.



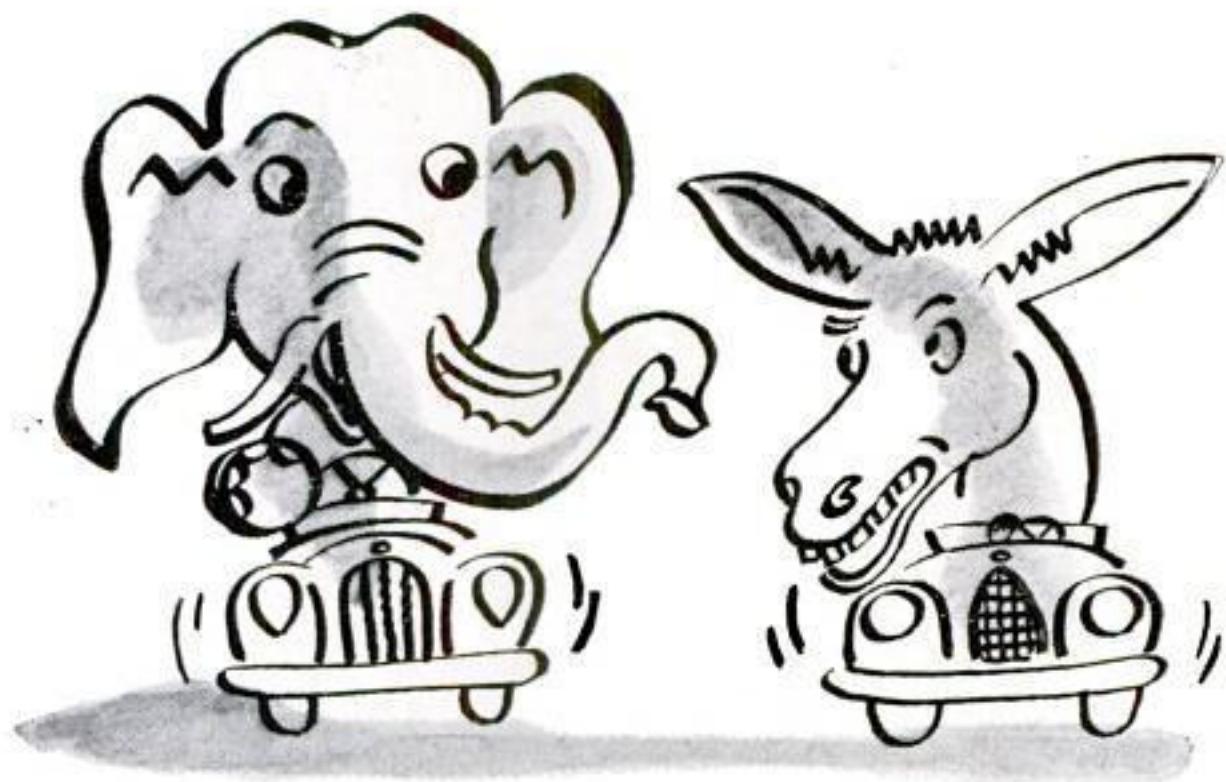
Juanita, her mother and Zombie, the cat, indulge in the universal pastime of New York tenement dwellers, leaning out the window on a pillow to watch passers-by.



Juanita relaxes on the roof of her apartment house by reading a novel titled *For Men Only*. Siesta companions are her mother, sister and sister's son, Domingo.

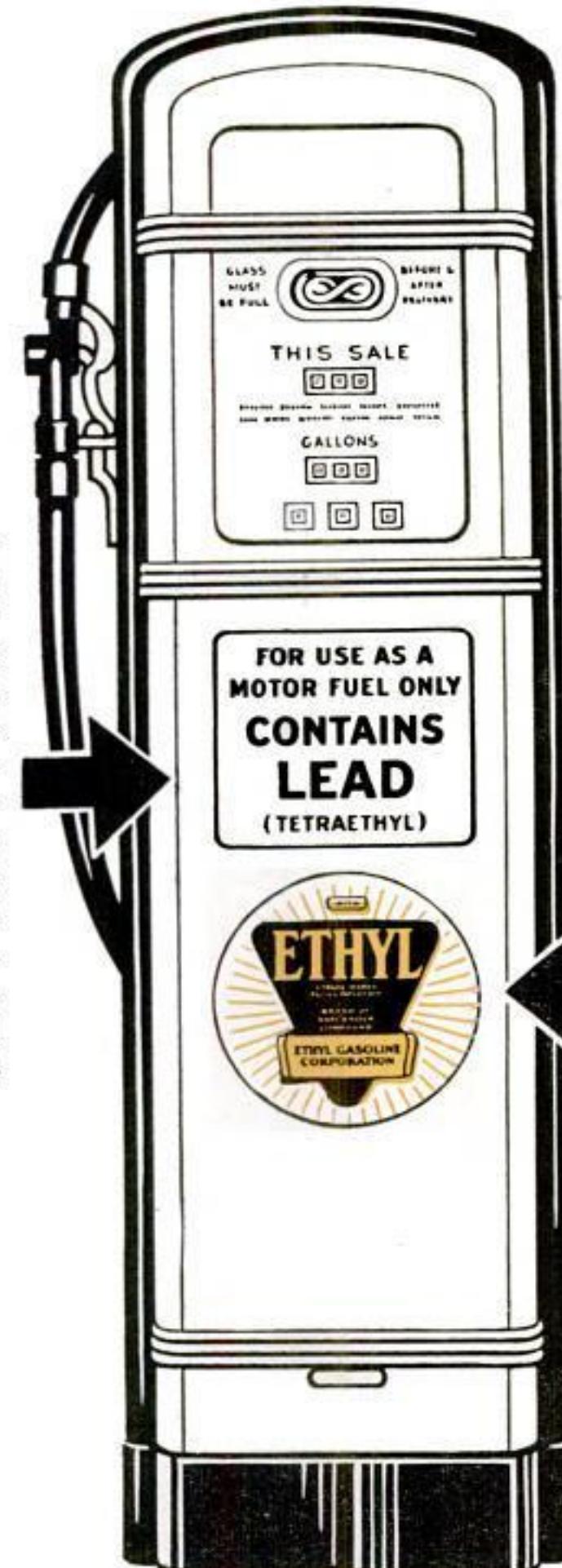


This is necessary routine for Juanita. On the roof in her green bathing suit she keeps fit doing setting-up exercises on mattress covered with a chenille bedspread.



CHOOSE YOUR GASOLINE CAREFULLY, TOO!

► Here are the signs
of improved
gasoline



THIS SIGN on a gasoline pump means that lead tetra-ethyl, a liquid, has been added to the gasoline to improve its anti-knock quality. "Leaded" gasoline is sold by dealers throughout the United States and Canada. Lead tetra-ethyl is manufactured by the Ethyl Gasoline Corporation.

THE "ETHYL" EMBLEM on a pump or its globe means that the gasoline contains enough lead tetra-ethyl for highest anti-knock, so that your engine's spark can be advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas -
the better your car!*



Academic gowns are required apparel for all seniors and juniors in class and in chapel. Below: freshmen sit tensely in chapel on Pledge Day. One by one they go in to see the chaplain, who hands them their bids. This year 105 of 128 freshmen were pledged to fraternities.



THE PHI DELTA THETAS TAKE FRESHMEN RUSHES ON A HAYRIDE. GIRLS, SUPPLIED BY

Life Goes Calling at the A lively U. S. fraternity system flourishes

This week LIFE visits the University of the South at Sewanee, Tenn. Planted on a high timbered plateau in the Cumberland Mountains, it has successfully sought to bridge the gap between English and U. S. academic tradition. Educators sometimes call it the "Oxford of America." Its Gothic arches, pointed spires and begowned faculty are suggestively Oxonian. But the windy, wooded hill country that surrounds Sewanee never had a counterpart on the Thames, and the pattern of its student life derives from a more robust and informal cultural mold.

Founded in 1857, Sewanee is the only U. S. university owned and controlled by the Protestant Episcopal Church. It claims more Rhodes scholars, more alumni in *Who's Who*, per capita, than any other college in the country. Sewanee's 350 students are all men. For these 350 Sewanee provides a tract of 10,000 acres,



Happy freshman receives bid from Chaplain George Hall. A Sewanee graduate, Mr. Hall knows how freshmen feel.



Wiffleball game helps upperclassmen entertain freshmen in Phi



UPPERCLASSMEN TO IMPRESS FRESHMEN, ARE MOSTLY FROM NASHVILLE, CHATTANOOGA

University of the South at the "Oxford of America" in Sewanee, Tenn.

shady with oaks, maples and pines. (Columbia University, with 17,500 students, has 56 acres in New York City; Princeton, unconfined by city streets, has only 801.)

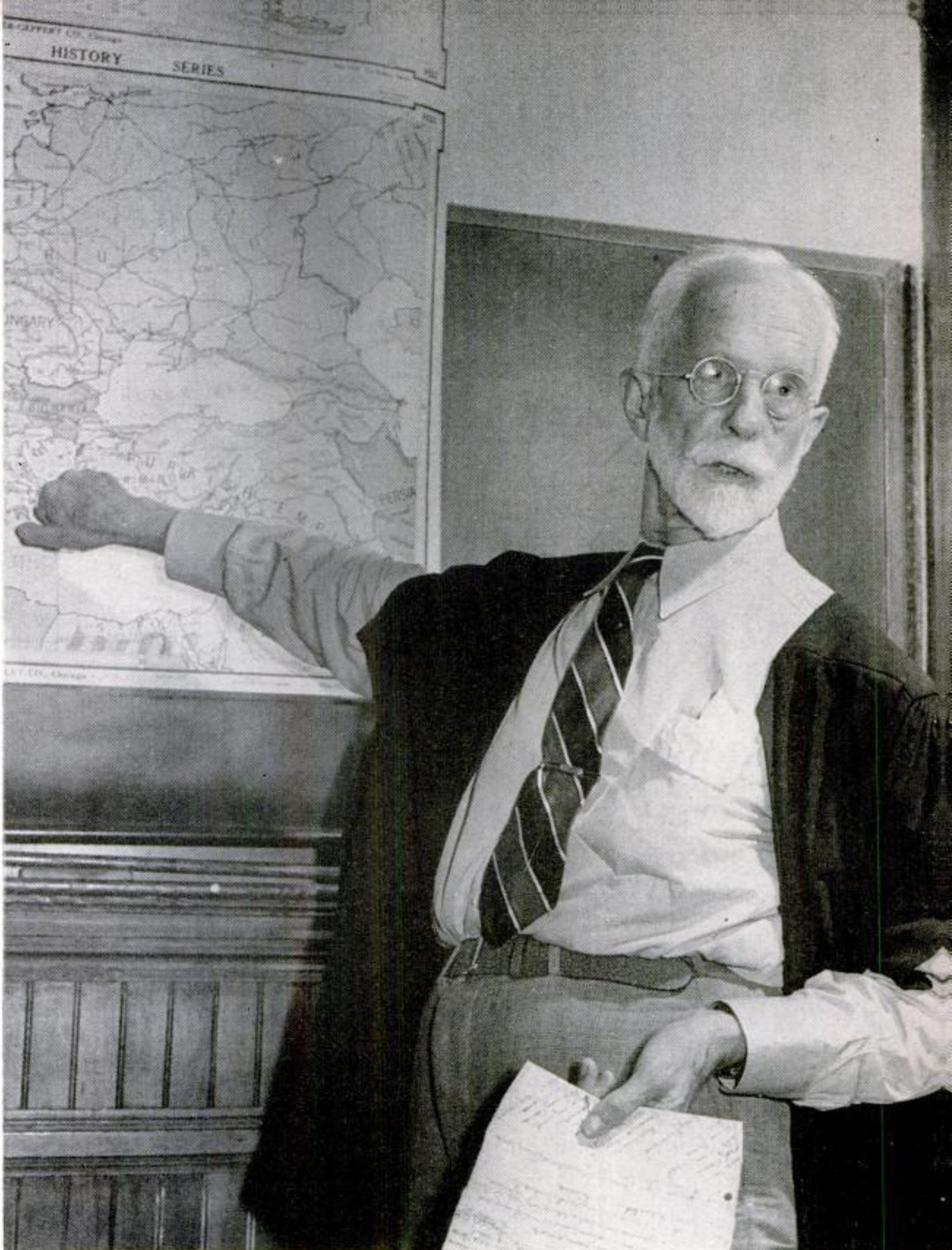
For its visit to Sewanee, LIFE chose the tense autumn interlude when freshmen were taking their first plunge into fraternity life. Here there was nothing of old-world scholarly calm. Sewanee's fraternity system is pure hard-boiled American. After days of pleasant rushing parties like that shown above, freshmen met in the chapel to learn their social fate (*below, far left*). Singly, in alphabetical order, they filed into the sacristy. As each entered, Chaplain George Hall asked him to name the fraternity of his choice. If the bid was there, it was handed over without ado. If not, he asked the freshman to name his second choice, then his third, and so on. For 23 unhappy freshmen there were no bids at all.



House. When ball is blown off table, boy nearest it drops out.



Delta Tau Delta mummy is a useful stooge. Girls are told: "Kiss mummy or kiss me." Only one ever chose mummy.



Sewanee's "Mr. Chips" is Professor Sedley L. Ware (nicknamed "Fuzzy"), who has taught history at Sewanee for 27 years. Seventy years old, educated abroad, he is a stickler for dates, throws chalk when annoyed. Below: cheer-leaders teach freshmen songs and yells.





HONOURS OF THE

King's Own Royal Regiment
(Lancaster)

From the battle of Namur in 1695 to the Mesopotamian Campaign in 1916-18, the Standard of the King's Own Royal Regiment has been decorated with Thirty-three Battle Honours for Distinguished Service.

FULL-COLOR REPRINTS
SUITABLE FOR FRAMING
Six 9 x 12 full color prints of
officers, Edition No. 3, without
advertising, sent upon receipt
of 25¢. Schenley Import Corp.,
New York City, Dept. Y.

HONOURS OF

Dewar's "White Label"

Award of the World's Columbian Exposition,
Chicago, 1893 . . . one of more than
60 medals honouring Dewar's White Label
for Excellence in Scotch Whisky



The next time strategy calls for Scotch,
heed your intelligence service . . . enlist
DEWAR'S White Label for the duration.
A veteran campaigner, it has won more
than 60 medals of honour for distin-
guished service. Attention to the order
of the day . . . and night: Command
DEWAR'S White Label . . . highball of
the highlands . . . and sip "at ease!"

COMMAND DEWAR'S
AND . . . BE "AT EASE"



Dewar's "White Label"

The Medal SCOTCH of the World

BLENDED SCOTCH WHISKY



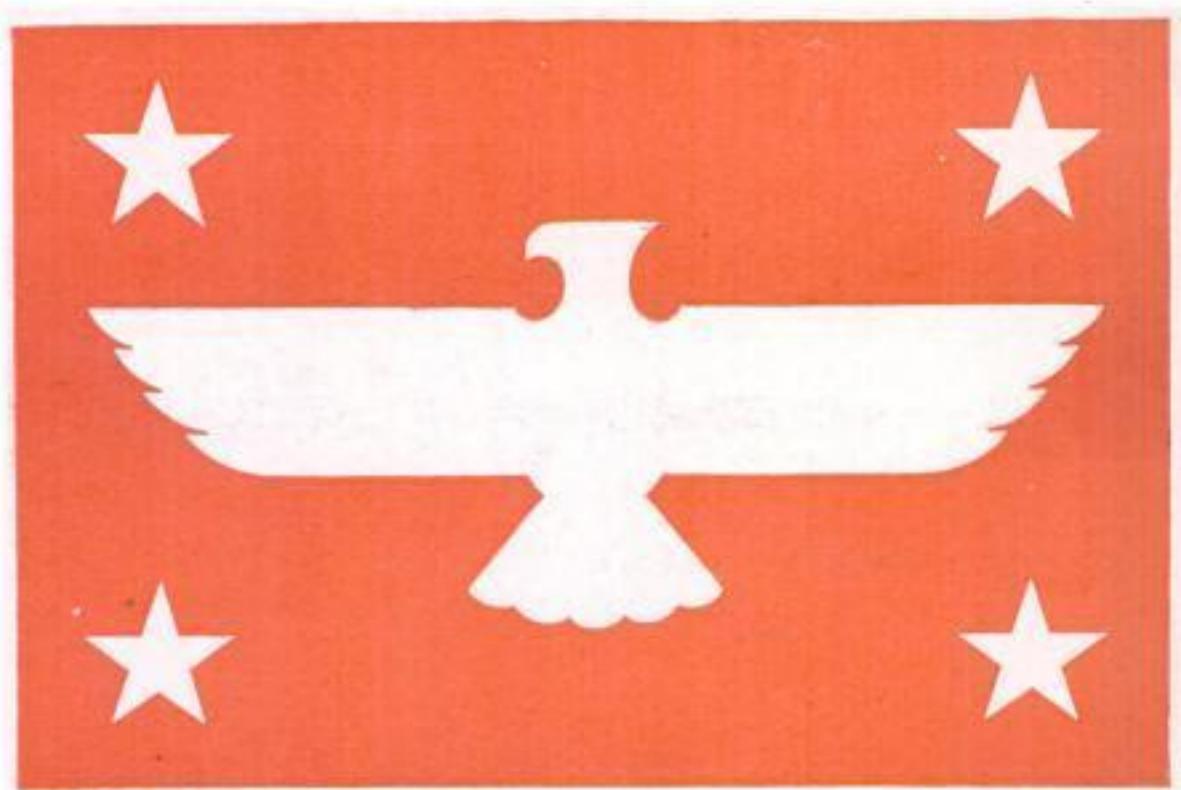
Both 86.8 Proof - Blended Scotch Whisky.
Copr. 1940, Schenley Import Corp., New York



During rushing, Freshman Robert Steiner of Montgomery, Ala. is entertained regally by upperclassmen in S. A. E. House. He is given coke, a cigar, seated in best chair.



After pledging, Freshman Steiner is put to work. He must scrub floors, keep the yard clean, carry matches for upperclassmen. Pledges do all housework for fraternities.



NEW SHIPS FOR

AMERICA'S MOST FAMOUS FLEET

No other ships that sail the seas today are ever more welcome in their far-flung ports of call than America's round the world President Liners.

Havana. Cristobal. Balboa. Los Angeles. San Francisco. Honolulu. Kobe. Shanghai. Hongkong. Manila. Singapore. Colombo. Bombay. Capetown. Port of Spain. New York. To these and to many another they are a familiar, thrilling sight, bringing in passengers and mail and varied, vital cargo—coming in frequently, regularly; maintaining the world's most rigid schedule.

They've made the circuit of the globe more than three hundred and eighty times.

More than nine million miles, safely and on time!

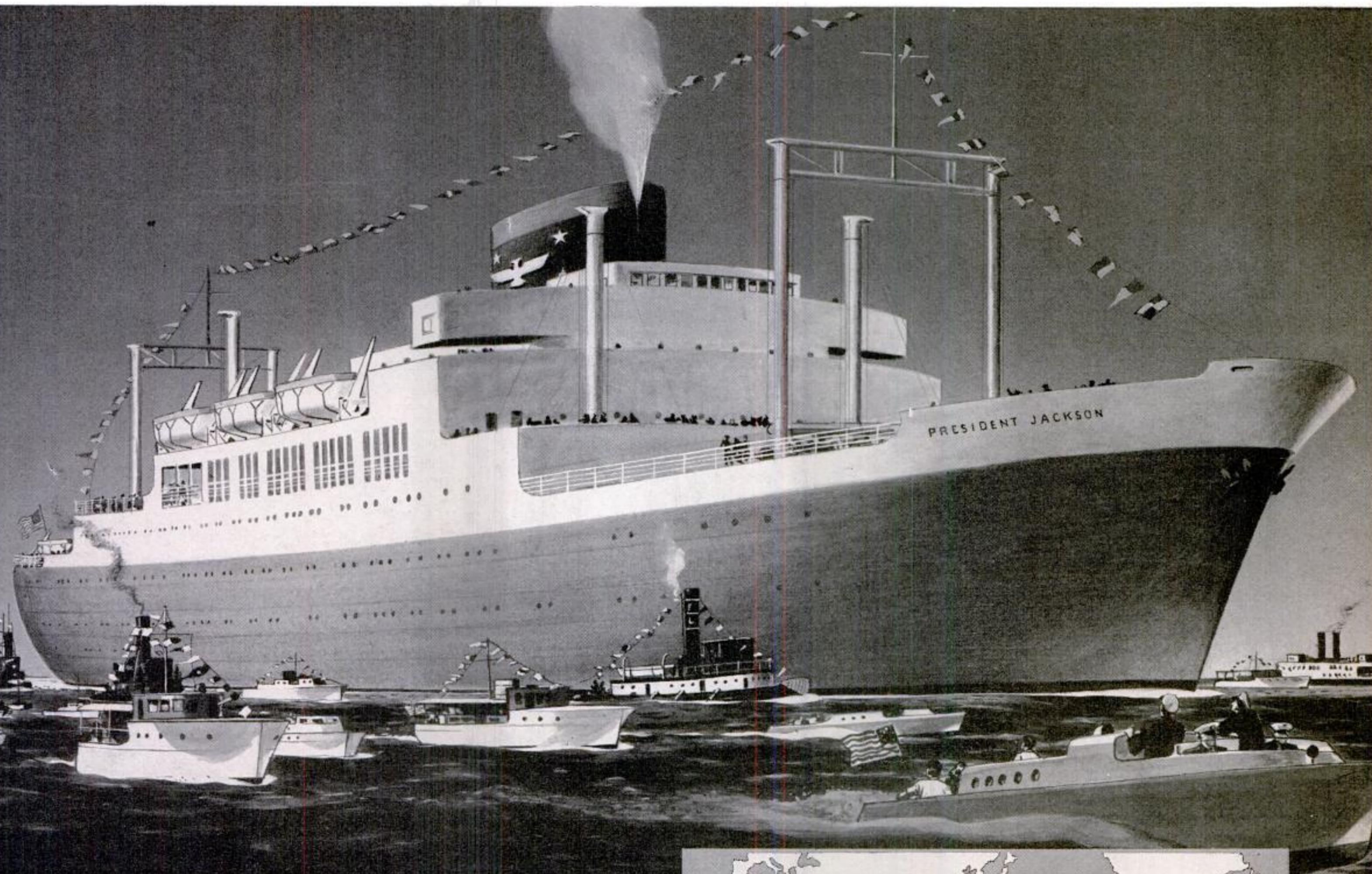
That is the record of the round the world President Liners, *and soon it will be mightily increased*. For now there are seven new President Liners readying to take the places of the old. Seven new American ships designed upon unparalleled experience.

These new President Liners are big and broad and deep for easy riding, with air-conditioned dining rooms and lounges for new comfort in the tropics. Every stateroom is outside, high amidship. And there are open, sunny decks with built-in swimming pools; and glass inclosed verandas.

Moreover, new speed means that these President Liners will round the world in ninety-five days!

Full details of their schedules, and those of the celebrated Trans-Pacific President Liners (Los Angeles and San Francisco, via Hawaii, to Japan, China and the Philippines and return) may be had from any Travel Agent. Or from American President Lines at 604 Fifth Avenue, New York; 110 So. Dearborn Street, Chicago or 311 California Street, San Francisco. (Offices in other principal cities.)

★ *Maiden Voyage: S. S. President Jackson Nov. 2 from New York. Then, in turn, the Presidents Monroe, Adams, Hayes, Van Buren, Polk, Garfield to Havana, the Panama Canal and California, and via Hawaii and the Sunshine Route to the Orient and Round the World—from New York back to New York again.*



AMERICAN PRESIDENT LINES

Round-World Service





Z-ZINGO—OUT GOES TROUBLE when Pennzoil "puts the Z" on sludge and varnish. It keeps valves, piston rings and bearings clean.

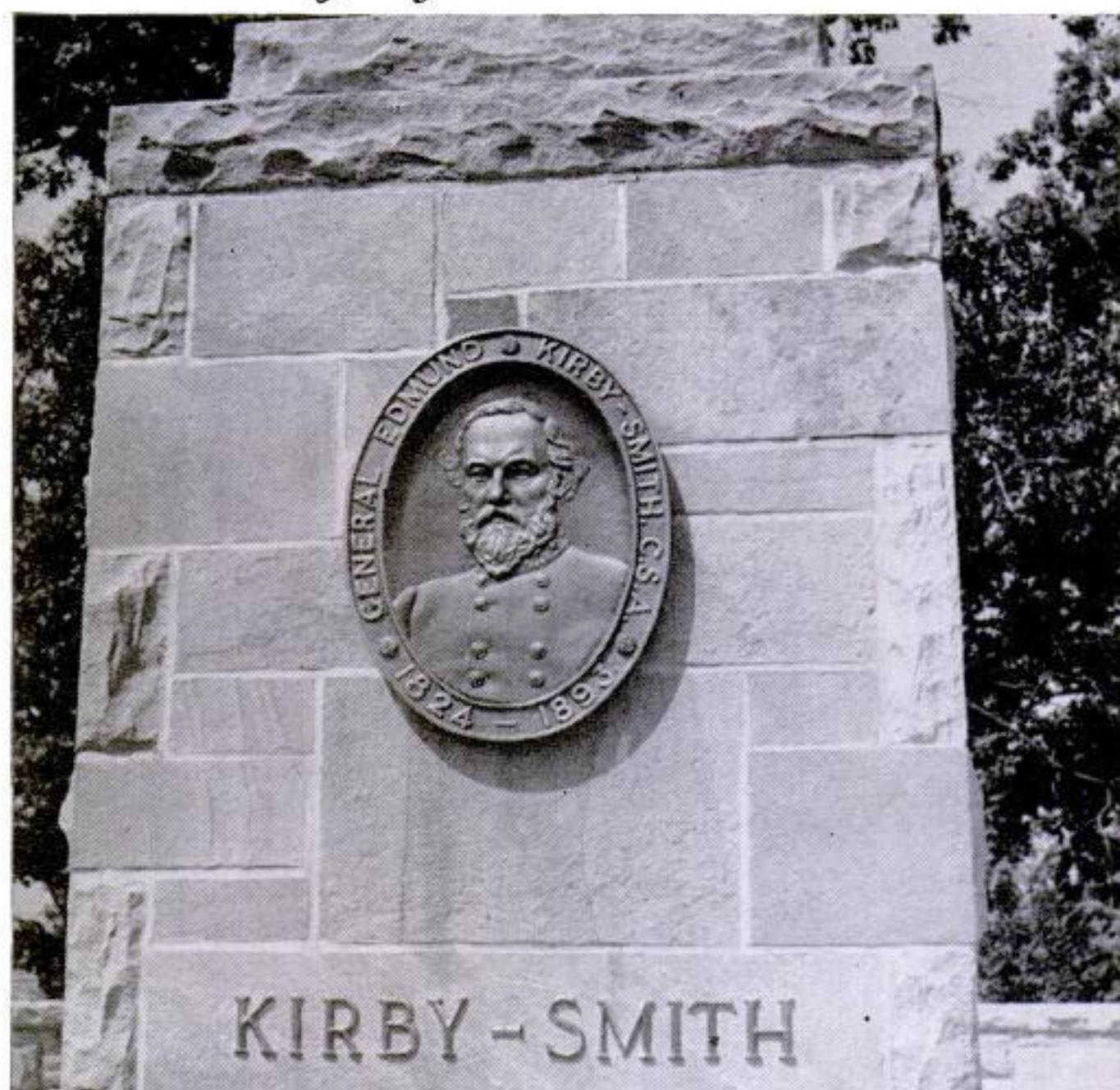
Z-ZIP—FOR QUICK STARTS on cold mornings, and smooth running for Indian summer afternoons, the "Z" in Pennzoil is a symbol of moto-magic.

Z-ZEST—YOU HAVE AN EAGER, RESPONSIVE ENGINE that's protected against uncertain autumn weather by Pennzoil's tough film.

Let Your Z-Man Serve This Potent Potion To Your Motor

TODAY, thousands of the nation's best dealers respond when you sound your "Z" for Pennzoil. They're the men who personally pick top-notch products that will keep your motor smooth and economical.

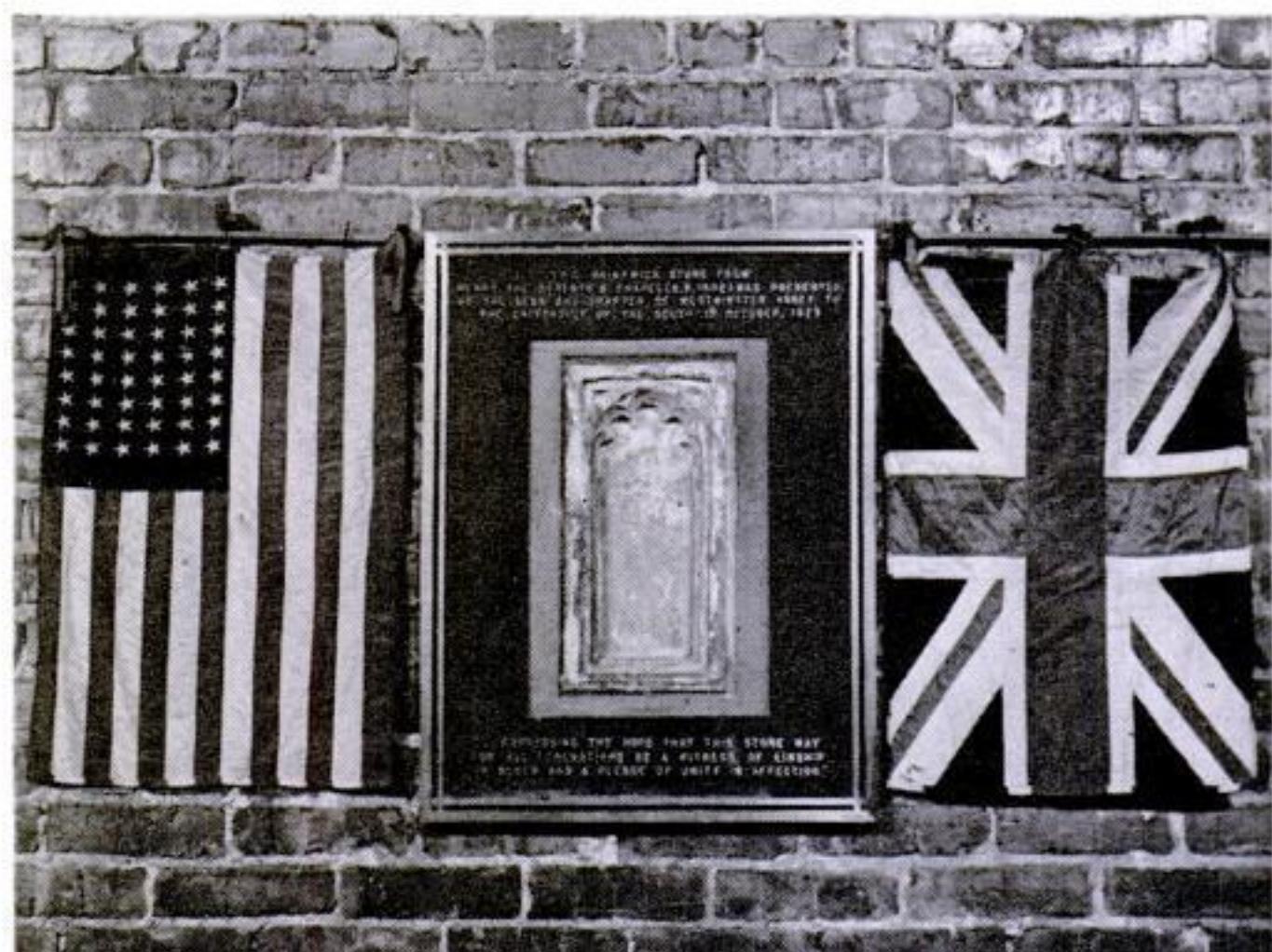
If you haven't yet discovered "Z-magic," drive in at the yellow oval sign today for a filling of tough-film Pennzoil motor oil and lubricants.



General Kirby-Smith, last Confederate general to surrender in the Civil War, was once mathematics professor at Sewanee. This monument stands on the campus in front of the Sigma Nu House. His son and grandson are both on the administrative staff.



General Kirby-Smith's daughters live on campus in Powhatan Hall, a "paying guest" house run by Miss Lydia (left) for students' visitors and girls. Confederate flag hangs in the living room. Either will fight the Civil War all over again at the drop of a hat.



Painswick Stone from Henry VII's Chapel (A.D. 1502) was presented to Sewanee by the dean and chapter of Westminster Abbey as "a witness of kinship of blood and a pledge of unity in affection." American and British flags always hang beside it.



GARY COOPER says ...

**"The new 1941 EMERSON with
MIRACLE TONE is a revelation
in radio - the finest I ever heard"**



STUNNINGLY BEAUTIFUL Walnut-veneer cabinet. Foreign and American reception, with built-in "Super-Loop" for greater power. Electro-Dynamic Speaker. AC or DC current—just plug it in. **\$24.95**

Gary Cooper
starring in
Samuel Goldwyn's
Production
"THE WESTERNER"

77 GREAT NEW 1941 MODELS

from \$9.95 to \$199.95,
the year's most complete selection! Every
one with *Miracle Tone* . . . stepped-up
power output . . . increased sensitivity,
and Emerson's new inclosed "Super-Loop"
to bring in *more stations, more
clearly*. Here's performance to thrill
your ears . . . beauty to delight your
eyes! Rare wood cabinets . . . shaped by
Emerson's exclusive "Sta-Bent" Process.
Models in color, too, to harmonize with
any interior. Quality in every detail!
Solid radiovalue! And at prices made pos-
sible by Emerson's volume production!



"3-WAY" PORTABLE
at the lowest price in history! (1) Plays on own power; (2) plays on AC current; (3) plays on DC current. Automatic Power Shift. New inclosed "Super-Loop." Beam Power Output. Here's *Miracle Tone* wherever you go! And you'll be proud to carry this beauty anywhere! **Model 357A. \$19.95**

A QUALITY INSTRUMENT
at an almost incredible price! The fullness of its rich *Miracle Tone* will startle you. Note the large "Eye-Ease" Dial . . . no straining. And inside is the new "Super-Loop," for greater power. Electro-Dynamic Speaker. Beam Power Output. For **\$9.95**
AC or DC current. **Model 336.**



PHONORADIO RECORDER

A radio, phonograph and *a new thrill*—
home recording! Record your voice or
favorite radio program. "Electron Ray
Level Indicator" assures professional ac-
curacy. Phonograph plays all size records.
Radio has inclosed "Super-Loop." 5-Watts
Beam Power Output. Large Electro-Dy-
namic Speaker. Smart Lug-
gage-Type Table Model. **\$69.95**
Complete. **Model 384 . . .**



Prices slightly higher in South and West.
Copyright 1940, Emerson Radio and Phonograph Corporation, New York, N. Y.

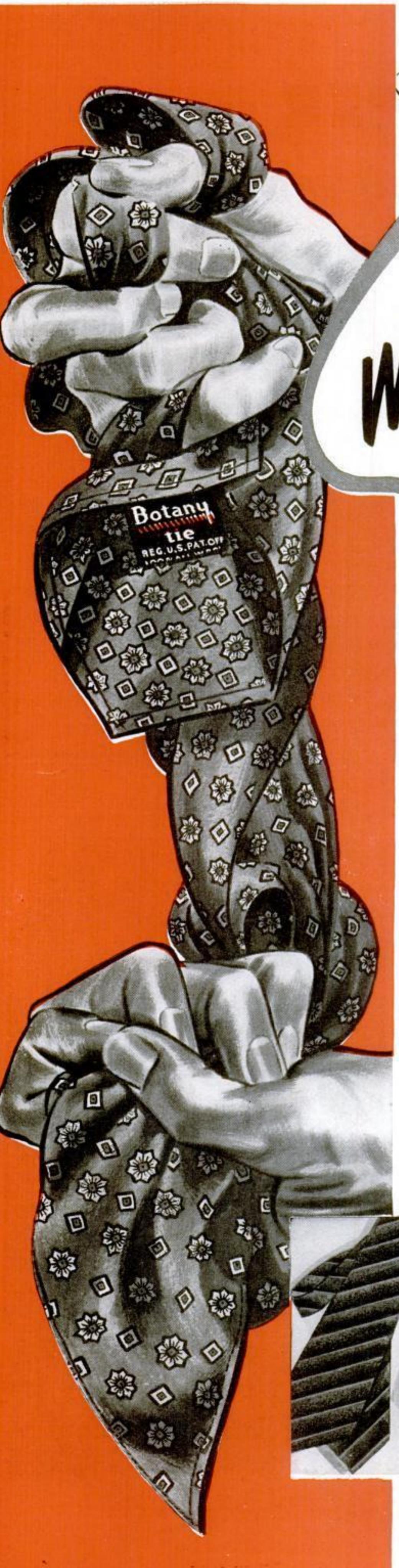


A NEW KIND OF RADIO!
High-Fidelity, with full 20-watts output in a
table model! Push-Pull Beam Power Output.
Special Heavy-Duty Electro-Dynamic Speaker.
"Electron-Ray" Tuning. Inclosed
"Super-Loop." Size 11 1/8" x 17 1/4". **\$59.95**
An engineering triumph! **Model 365**



Emerson

World's Largest Maker of Home Radio



WRINKLE-PROOF
MAGIC

BOTANY
wrinkle-proof
TIES "hang out"
smooth...overnight

CRUSH A BOTANY TIE in your fist. Feel and see it spring back to fresh smoothness. Good stores, everywhere, are showing the new "Planned Patterns" at \$1 each. Your Botany dealer will give you a copy of the Botany Book of Magic with your purchase of Botany Wrinkle-Proof Ties.

BOTANY WORSTED MILLS, PASSAIC, N. J.
Botany Ties • Botany Robes • Botany Sportswear • Botany Socks • Men's & Women's Wear Fabrics • No-Dye-Lot Yarns



"Planned Patterns" shown in panel
are "FOREST TONES" ... a beautiful
selection of Fall colors and designs.

PICTURES TO THE EDITORS

BRITISH HUMOR

Sirs:

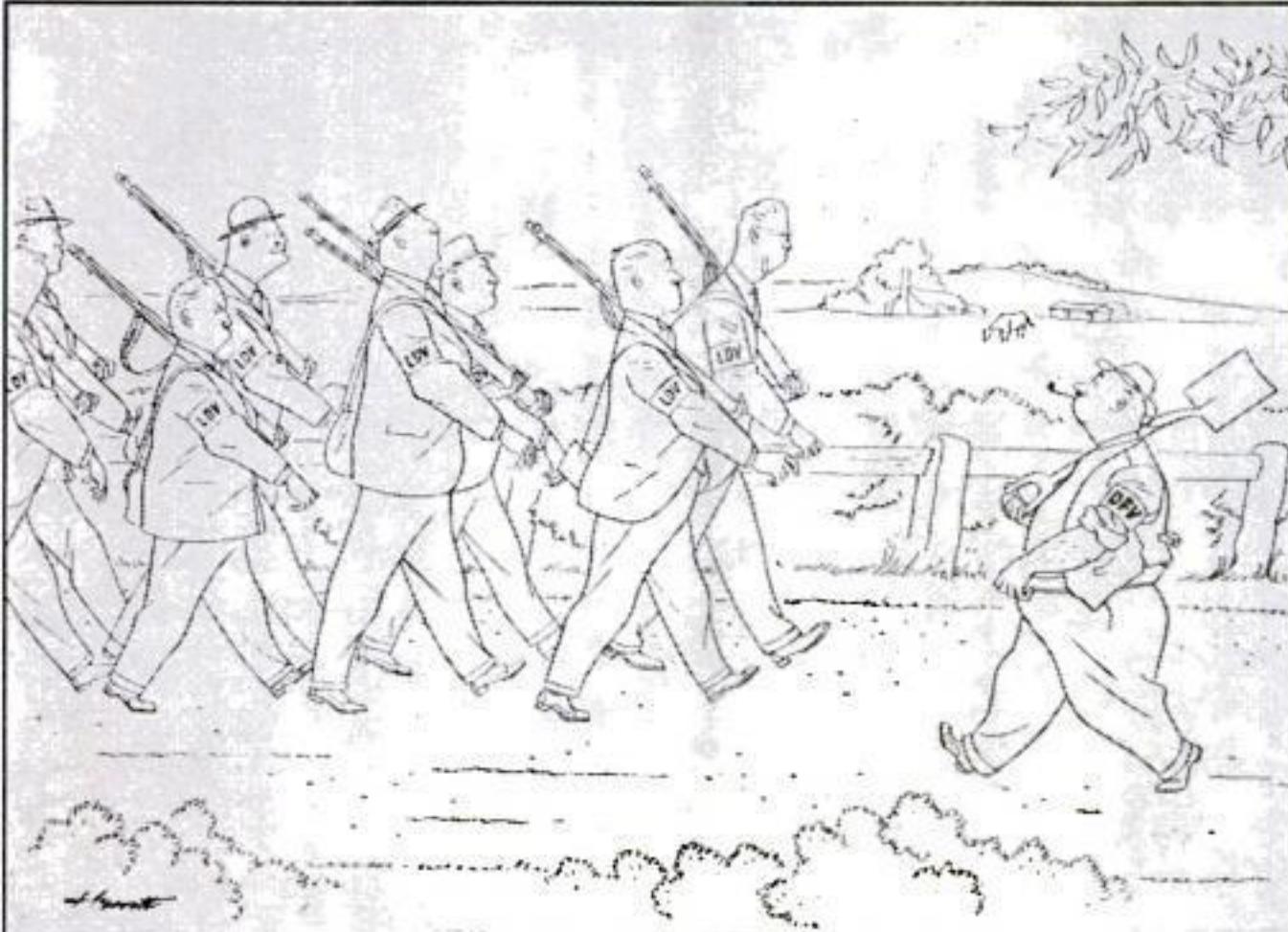
I read the British war humor article in the Sept. 30 issue of LIFE. I noted that you got most of your cartoons from *Punch*. You must have searched diligently for them. The most recent issue of *Punch* to

reach me is dated Sept. 4. I attach some supposedly funny drawings from it. Frankly I don't understand them and since continued effort to understand them is making me jumpy I am quickly sending them to you.

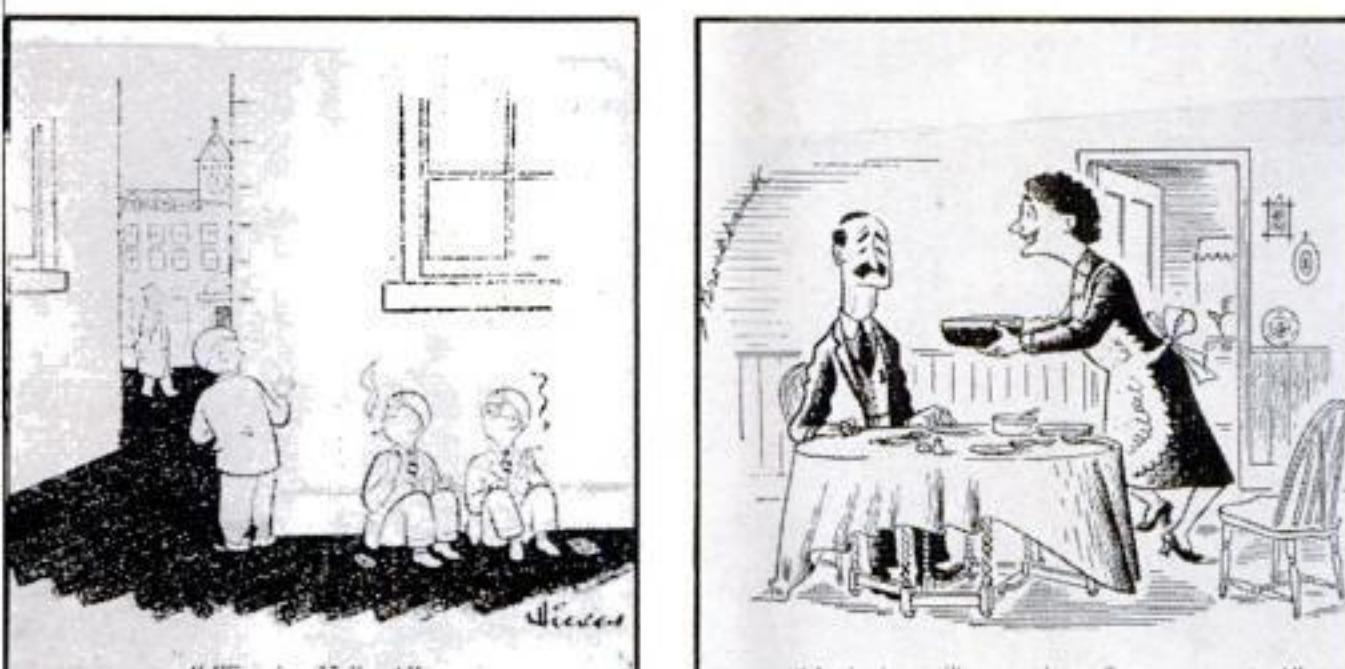
R. A. CHILDRESS

New York, N. Y.

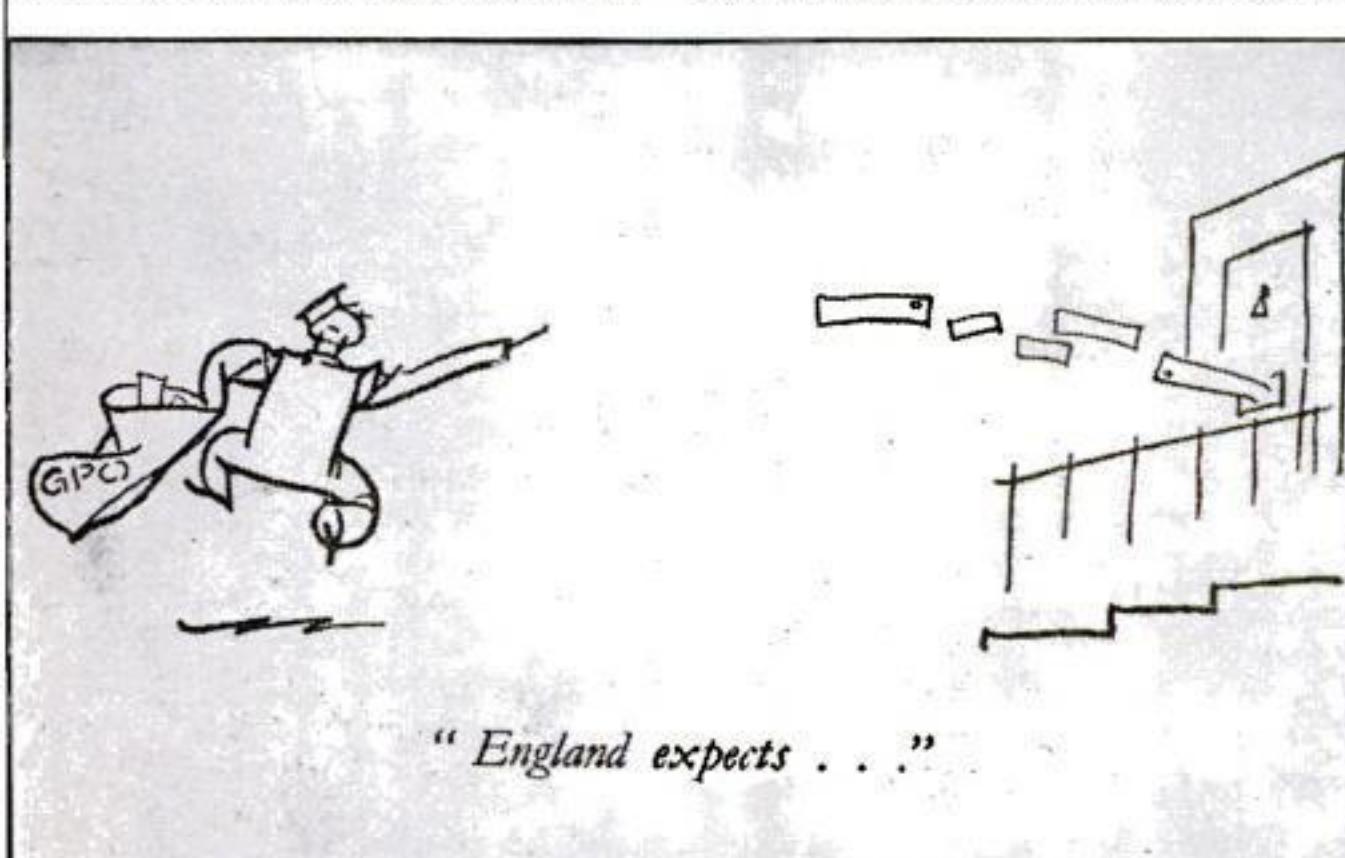
© PUNCH



BRITISH HUMOR IS APT TO BE INSULAR, EXCLUSIVE AND INDECIPHERABLE



JOKES ARE SOMETIMES OVER-SUBTLE AND VERY OFTEN ARE UNDER-SUBTLE



ALLEGED HUMOR HERE MAY LIE IN POSTMAN'S EXCESSIVE ZEAL AT DUTY



READER CHILDRESS WILL BE OBLIGED FOR PLAUSIBLE EXPLANATION OF THIS



AT FOREST HILLS, TENNIS LEADS
... IN MILWAUKEE, BLATZ LEADS!

Try Blatz for a Week...
Learn Why It's Milwaukee's Choice!

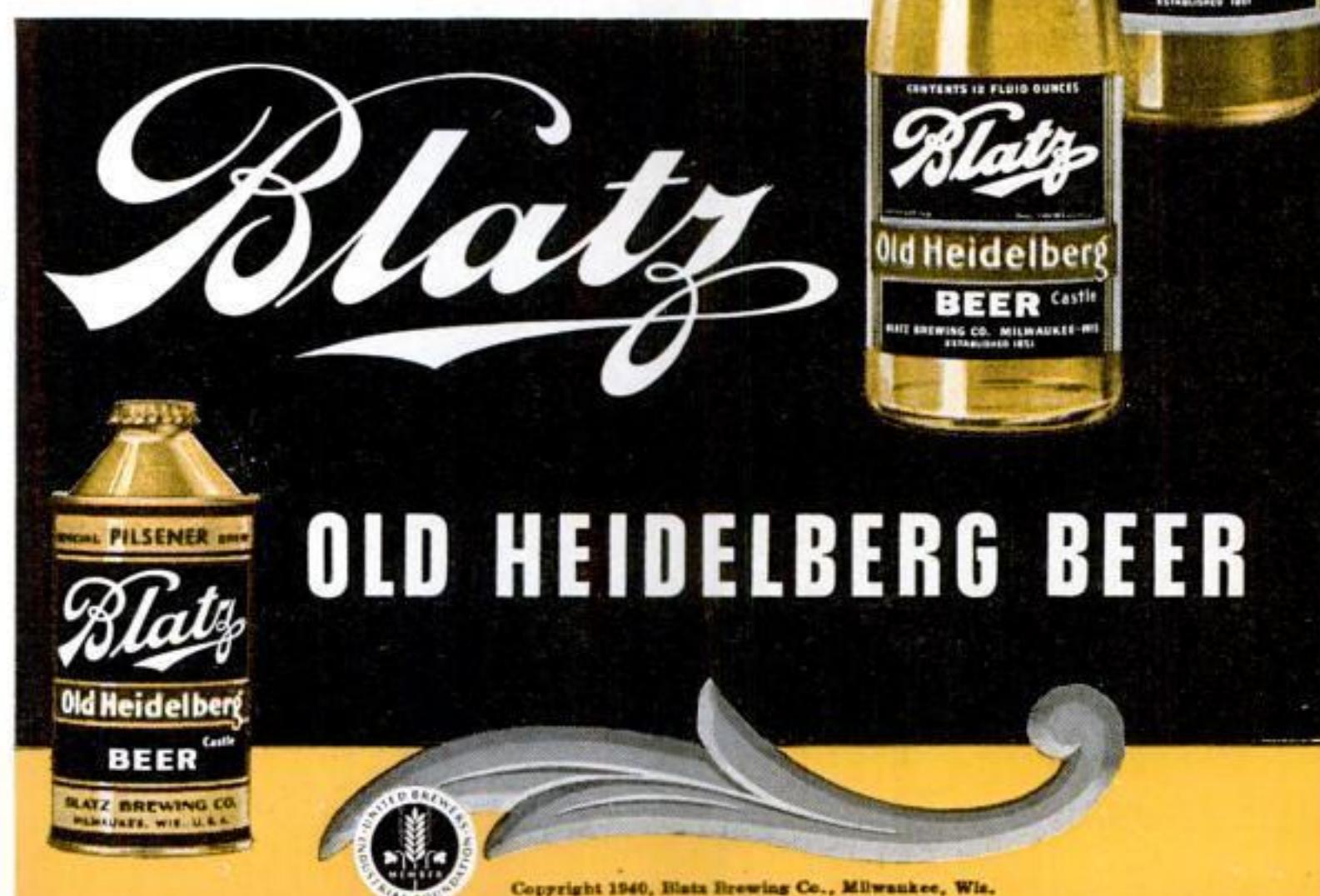
MORE and more people all over the country are learning why Blatz Old Heidelberg is the most popular bottle beer in America's beer capital—so why don't you?

You'll find the Special Pilsener flavor of Blatz Old Heidelberg different from any you've ever tasted—milder, mellower, with a pleasing, thirst-quenching aftertaste!

Try Blatz today. If you want the best, ask for Blatz when ordering from your dealer!

BLATZ BREWING COMPANY, MILWAUKEE, WIS.
89 years of brewing experience—established 1851
"FOR THOSE WHO WANT THE BEST"

In Brown
or Clear
Bottles or
Cans



Copyright 1940, Blatz Brewing Co., Milwaukee, Wis.

who says the
DODO is extinct?

You bowl a
better game
because of it!

This Brunswick craftsman intends to weigh each portion of a Mineralite bowling ball—top, bottom, and sides! Neat trick? Yes, but he'll do it with a Dodo, the curious yet precise scientific instrument shown here.

Small matter that this Mineralite has been tested for balance many times before. It must be checked again upon the Dodo so that it will always roll as you direct it. This is Brunswick craftsmanship . . . A proud, never-satisfied craftsmanship. One that has made the Mineralite America's favorite Bowling Ball.

● Order to your measure at all leading bowling establishments, credit jewelers, sporting goods stores, department stores, Brunswick Salesrooms. Your choice of 4 colors in regulation A.B.C. weights.



"Healthy" balls have a sound all their own. Here, Brunswick craftsmen bounce each ball, listen for the sound variations that tell of any hidden defect.

Copr. 1940 by The Brunswick-Balke-Collender Co.

Brunswick
CUSTOM-FIT
MINERALITE BOWLING BALL



PICTURES TO THE EDITORS (continued)

SEAMED EGGS

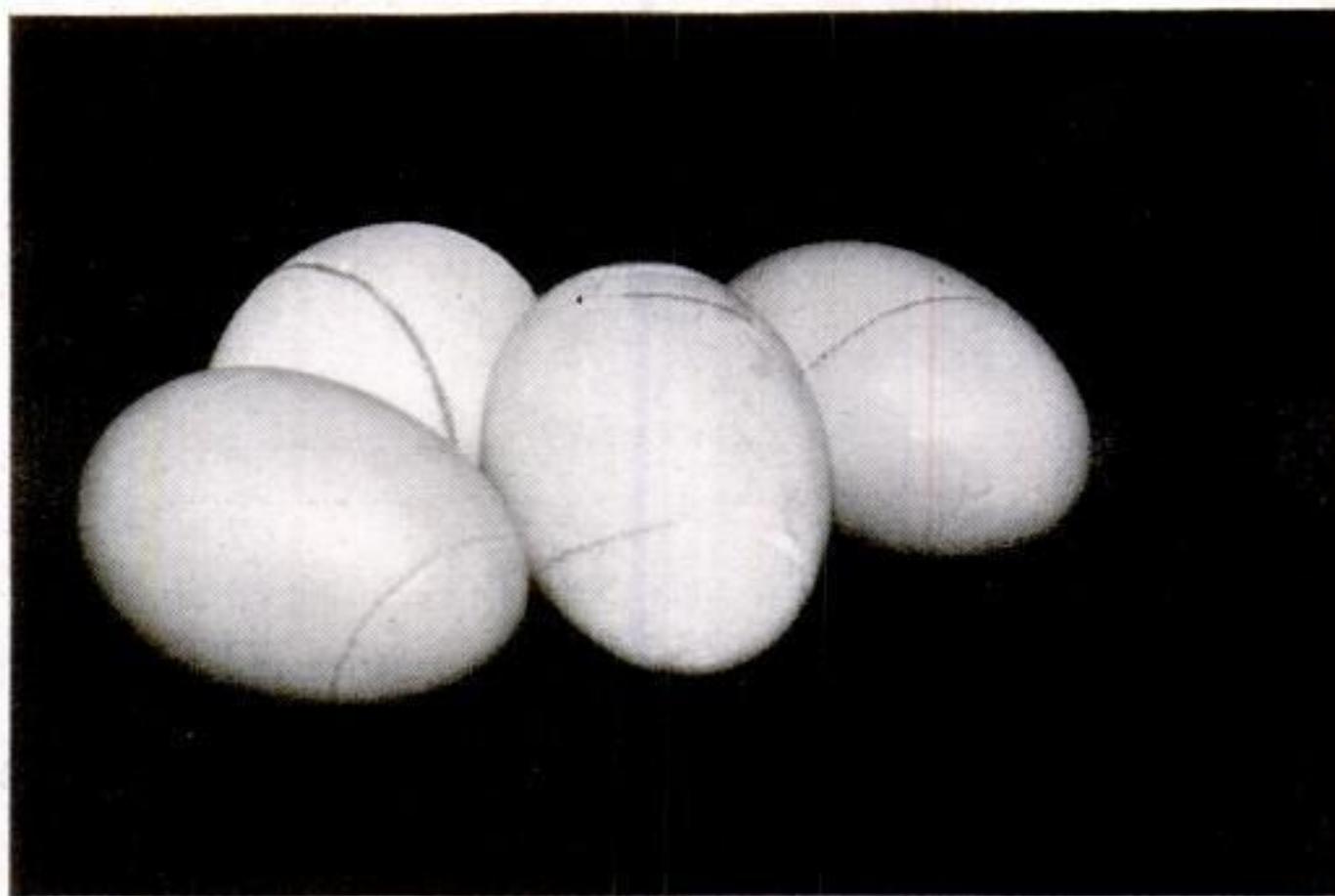
Sirs:

These baseball eggs were laid by a Rhode Island Red hen on Mrs. Bennie Bright's little ranch at Ojai, Calif. The hen has been laying them this way for

over a year. Friends feel that her downcast look may have resulted from her failure to lay a round egg in time for the opening of the World Series.

G. C. MACLEOD

Ventura, Calif.



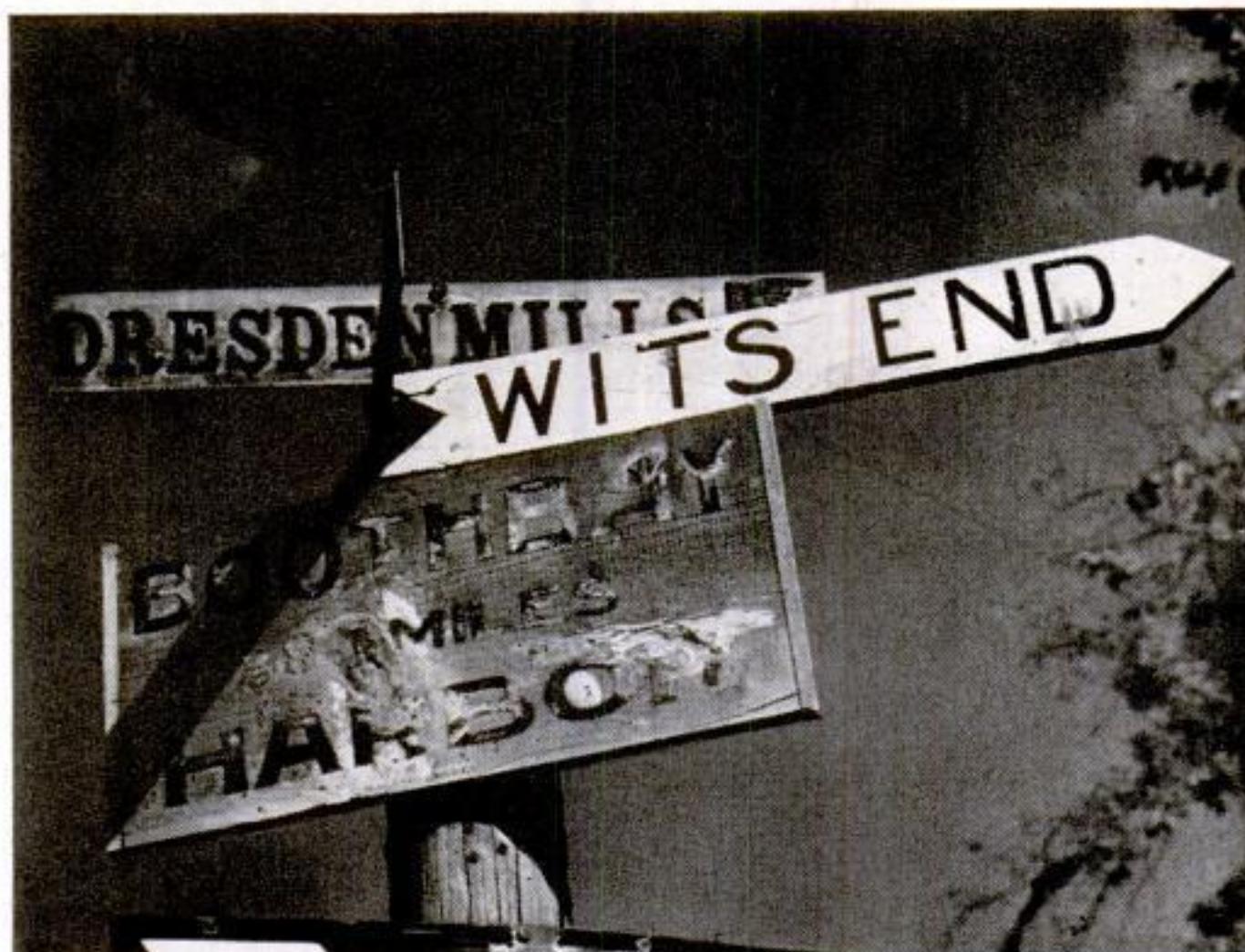
ROAD SIGN

Sirs:

As I was driving away from Augusta, Me. the other day, I came upon this new sign on an old signpost. Since I had nearly arrived at this destination several times in the past two or three years, I

decided to follow it. Where do you suppose it pointed? I found my course to be southwest-by-south, toward Washington, D. C.

FREDERICK W. SMITH
Waterville, Me.



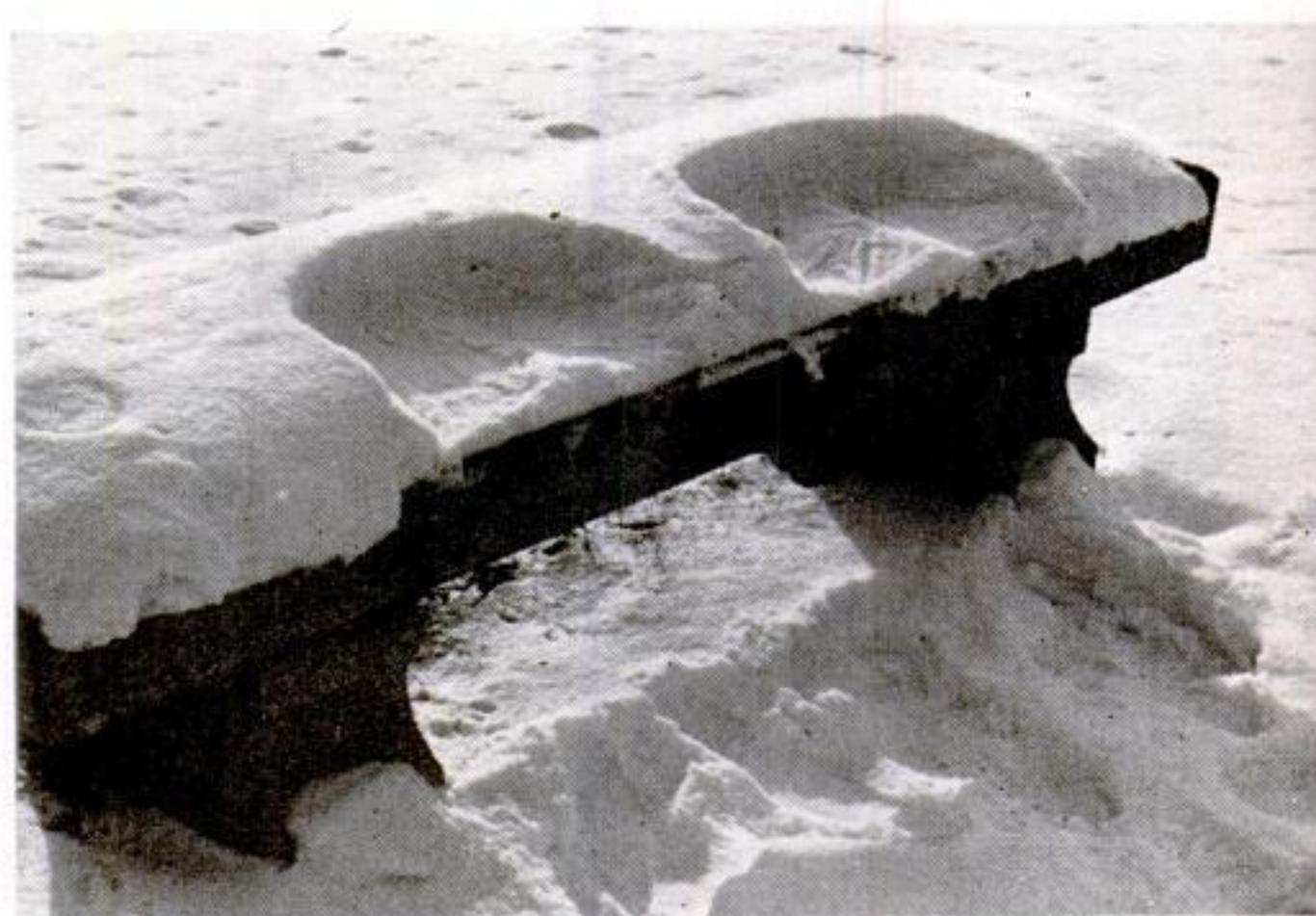
IMPRESSIONS OF FUTURE

Sirs:

Finding myself taken completely by surprise by the approach of autumn [LIFE, Oct. 7] I have resolved not to be caught napping again. Lest your read-

ers find themselves in the same predicament when winter comes, I enclose this picture of snow sports. Various titles have been suggested.

DAVID W. EVANS
Salt Lake City, Utah



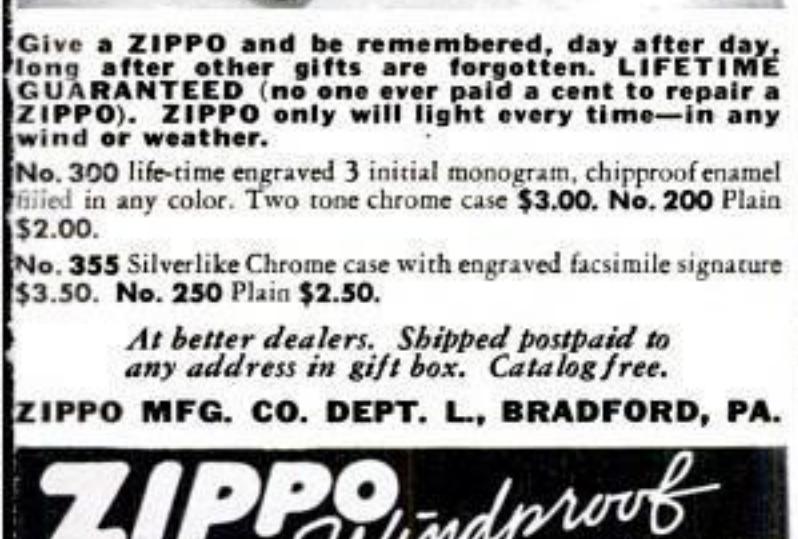
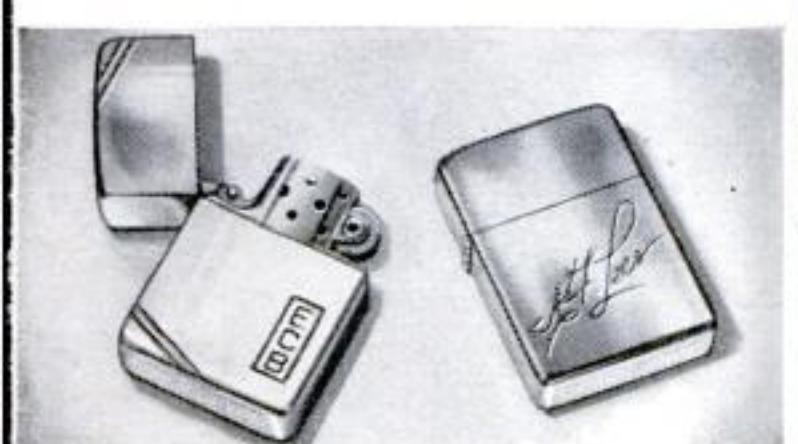


HERE'S WONDERFUL NEW WAY TO SHAVE

• No more razor pull! No more smarting irritation! Barbers, such as the famous Terminal Barbers, have found that simply by applying a little Noxzema Skin Cream on your face before lathering, you get a quick, smooth, painless shave!

That's because Noxzema softens the beard—its soothing medication helps protect the skin, leaves your face delightfully refreshed. See for yourself. Apply before lathering—or use alone as a brushless shave cream. Get a small trial jar, or take advantage of this Noxzema Limited Time Anniversary Offer—at all drug stores.

**SPECIAL! 75¢ NOXZEMA
for only 49¢**



ZIPPO Windproof LIGHTER



PICTURES TO THE EDITORS

(continued)

OPEN AND SHUT

Sirs:

This is a fringed gentian, uncommon in most of the country. Early in September we were setting up a camera to photograph the open blossom when a cloud covered the sun. After five minutes of the dimmer light, the gentian began to close and finally rolled its petals completely shut (bottom picture). After 30 min. the sun reappeared and the blossom opened again. Then we took the open photo (top, below).

HOLGER AND DOROTHY VAN ALLER
Saratoga Springs, N. Y.



A NEW Star is Born!

GENERAL ELECTRIC'S
NEWEST
GOLDEN TONE
RADIO
(MODEL J-105)



Golden Tone
PLUS
VALUE
RADIO



New! And Different!

Model J-62—A cabinet of rich mahogany veneers that follows the lines of an 18th Century jewel case. Equipped with Dual Beam-a-scopes for finer foreign and domestic reception.



NEW CAMERA-TYPE CARRYABOUT RADIO

Model JB-410—You can take it with you wherever you go. Designed to resemble a small camera, it's light in weight and only eight inches long. Has remarkable tone. Long life batteries. Case finished in simulated leather with dark maroon plastic trim.

GENERAL ELECTRIC

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"I'm set for life"

says **MRS. CARVETH WELLS**
"with my lifetime set of Revere Ware"

"These lovely Copper Clad Stainless Steel utensils look better and cook better too. It's so easy to preserve vitamins and minerals that used to be wasted if you cook the 'waterless' way in Revere Ware. You have to actually see and taste how garden-fresh your vegetables are and how luscious and tender your roasts can be."

Get set for life with a Revere Ware Copper Clad Stainless Steel set of your own. It pays its way, not only in the big things, like more healthful cooking and lower fuel bills—but in lots of other ways—copper bottoms that don't burn through—Bakelite handles that don't slip—gleaming stainless steel bodies that wipe clean—food that doesn't stick. Revere Copper Clad Stainless Steel Ware is practically indestructible. So you can look forward to a lifetime's enjoyment of its beauty and efficiency. What's more, you'll find Revere Ware costs no more than other durable utensils.



"I USED THE BUDGET PLAN IN BUYING MY REVERE WARE SET, AND THE MONEY I'M SAVING NOW ON FUEL PLUS THE MONEY I USED TO SPEND REPLACING DENTED, WARPED OR BURNED-THROUGH UTENSILS, IS PRACTICALLY PAYING FOR MY WHOLE NEW COPPER CLAD SET. THAT MEANS EVERYBODY CAN AFFORD REVERE WARE."

MRS. RUSSELL GOODE



See the new Revere Ware Copper Clad Stainless Steel Utensils at your local department or hardware store.

FREE "REVERE'S GIFT TO AMERICA'S KITCHENS" with special "waterless cooking" guide—sent on request.

ELEVEN PURPOSE SET . . . \$19.95
 ALL PURPOSE SET . . . 28.49
 Prices slightly higher in the West

Revere COPPER-CLAD STAINLESS STEEL **Ware**
 REVERE COPPER AND BRASS INCORPORATED
 Rome Manufacturing Company Division, Rome, N. Y.

PICTURES TO THE EDITORS

(continued)

IS THE PRESS ASLEEP?

Sirs:

These pictures were taken during the recent flying visit to Australia of a party of American newspapermen.

They had only five days in Australia and traveled pretty hard. In the plane



I. N. S.'S W. W. CHAPLIN



L. A. "TIMES'S" JAMES BASSETT



KING FEATURES' MICHAEL FORSTADT



N. Y. "TIMES'S" HAROLD CALLENDER



"HERALD TRIBUNE'S" ANSEL TALBERT



SCRIPPS-HOWARD'S ROY W. HOWARD

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From mills to mills.

Character. Wide Dept. L. Real Silk Hosiery Mills, Inc., Indianapolis, Indiana.



Halloween Special

This Smart Utility Dress by Realsilk. You can be thirty and look smart in this new, all-purpose frock by Realsilk—if you're at home, in the schoolroom or taking a walk. Ideal for trim plaid pattern, is laboratorily tested, guaranteed washable and non-shrinkable.

The style is tailored, with slightly accented shoulders, line and modified barefoot blouse. Tailored lapel neckline and six-button skirt. That way is to call your Local Realsilk Representative, ask him to come to you, show you the new styles and give him the order . . . Just phone the branch sales office in your city, listed under "Real Silk" Hosiery Mills.

Be sure to ask your Realsilk Representative about this remarkable value.

Zipper closing.

That way is to call your Local Realsilk Representative, ask him to come to you, show you the new styles and give him the order . . . Just phone the branch sales office in your city, listed under "Real Silk" Hosiery Mills.

Realsilk gives me more extra wearings for Realsilk say,

As a few of our constituents and voters—

Realsilk's great hosiery reputation has mainly in making leg-glorying sheerness study practical.

Realsilk gives more extra wearings than I can get with any other brand."

"Until I discovered Realsilk's Personal

"Real Silk" Hosiery Mills.

"Realsilk gives me more extra wearings

"Without practicality in silk hosiery, you would

not bother to wear it.

"Without beauty in silk hosiery, you would

"Are always in doubt,

"If the stockings you wear

"The goblins may get you

"If you don't watch out,

"Realsilk's Gertine Twist is worth its

"weight in gold to me, since it is so much

"more snags resistant."

"Realsilk's Gertine Twist is worth its

"foot sizes from 8 to 11,

"variety of widths and lengths—and in

"really was." (Realsilk comes in a wide

"variety of widths and lengths—and in

"real silk" is to other nylon brands as Realsilk

"P.S. You'll find Realsilk nylon just as

"smart utility" dress by Realsilk. You can

"be thirty and look smart in this new, all-

"purpose frock by Realsilk—if you're at home,

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